



SUMMER FASHIONS

JUNE 1 1933

PRICE 35 CENTS

© THE CONDE NAST PUBLICATIONS, INC.

**EXCITING NEW FREEDOM . . . DARING NEW CHIC**  
*in ravishing all-rubber bathing ensembles*

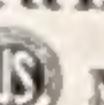


IMAGINE a bathing suit which liberates you completely from any sense of clothed confinement, a costume that seems to become part of the water itself, leaving you thrillingly free and unfettered! And imagine such suits in the smartest of smart cuts and in the gorgeous bright colors that are only possible in rubber.

The United States Rubber Company has originated a complete selection of such fascinating new bathing ensembles—made in sleek, smooth rubber and in an amazing new duoply rubber fabric called Krepe-Tex. Brassiere-and-trunks or scarf-and-trunks styles. Solid colors and striking contrasts of white with green, blue, poppy-glo or black.

• No less interesting are the new "U.S." bathing accessories. Look at these two Paris-styled white beach hats—direct copies from LeMonnier millinery models. Or, if you'd rather be practical, try the clever U.S. Howland cap, which, like Howland shoes, is made with patented suction cups on the inside edge to keep out—absolutely—every little drop of

water and every little grain of sand. And have you ever seen such interesting rope and woven sandals—or such smart practical beach bags—or such amusing water toys? The United States Rubber Company makes them all—these and a great many more that you can see for the asking, at practically any good shop.

United States Rubber Company  
1790 BROADWAY,  NEW YORK CITY

JUNE 1, 1933



"**B**EST'S for Piqués" is the smart young set's Summer rule, for Best's has the cutest models and Best's piqué is guaranteed tub fast, sun fast, and won't shrink in washing.

**MAIL ORDERS FILLED**

In accordance with a ruling of the New York Retail Dry Goods Association we are required to charge parcel post costs on all shipments except those to New York, New Jersey, Connecticut, Massachusetts, Rhode Island, Pennsylvania, Delaware, Maryland, and District of Columbia.

**Best & Co.**

Fifth Avenue at 35th Street, N.Y.

GARDEN CITY MAMARONECK EAST ORANGE  
BROOKLINE OVERBROOK



Lido on the 181 last



St. Claire on the 370 last



Trilby on the 191 last



Marna on the 181 last



Anon on the 160 last



Nakomas on the 150 last



Swagger on the Wingait last



Saratoga on the 160 last



Scottie on the Wingait last



Crescent on the 100 last

# Let's talk about I. MILLER SHOES FOR SUMMER DAYS



You're going to be wearing cotton frocks and linens, too, in rough interesting weaves the like of which you've never seen before! So shoes

also have become texture conscious! I. Miller designers have been busy for months creating all sorts of fascinating fashions in fabric shoes! We predict you'll "cotton to" the *Lido*, a white linen opera with slim, svelte lines, and the aristocratic white linen sandal called the *St. Claire*... White suede—of all things!—and buckskin, too, will be important this Summer! For your lighter moments I. Miller has created the *Trilby* and the *Marna* in a seductive white suede for wear with your flatteringly feminine frocks, your prints and pastels. The *Anon*, a classic opera in brown and white buck, is the boon companion of your smartest sports costume. And right now when there's so much talk about American designers I. Miller has borrowed an original idea from the aborigines of America! After a pow-wow with their big chief designer I. Miller created the *Nakomas*, of true Indian inspiration! . . . Then there's the new, rough, pebble-surfaced Sponj leather, the smartest, newest thing for sports in 48 states! The *Swagger*—built over the famous Wingait last—is so beguilingly comfortable you'll find yourself wearing it in town and out of town—day in, day out—all Summer! The *Saratoga* pump in white Sponj leather and also the *Scottie*, an oxford with a fringed tongue, are popular members of the country club coterie . . . But what's a Summer wardrobe without an all-occasion white kid pump? Now don't say you can't wear an opera until you've tried on the I. Miller *Crescent*! It's built on the famous 100 last with a clever stitching at the heel (ssh! that's an I. Miller secret) to prevent slipping or gaping. You'll be flattered by the slenderizing stream lines and you'll like the heel—neither too high nor too low . . . How we do wish we could tell you about all the glamorously lovely I. Miller models! But your own local I. Miller dealer—and there are over 250 I. Miller shops and agencies throughout the country—will be glad to show them to you! Ask to see I. Miller hosiery, too—fitting companions for I. Miller exquisitely beautiful shoes!

# I. MILLER

SHOPS AND AGENCIES  
IN PRINCIPAL CITIES

*Like a cooling shadow on a summer's day*



Charmante

A frock of threaded voile has crisp embroidery on collar and cuffs, and two-tone grosgrain belt. White with black; brown, navy, black, Alice blue, or flesh with white. Sizes 14 to 44. \$13.50

Canadian Price, \$16.75

Classic in its rightness is a dress of embroidered linen. White with two tones of purple in a violet design; blue, flesh, or maize with white flowers and green stems. Sizes 14 to 44 . . . \$13.50

Canadian Price, \$16.75

**GOLFLEX**

dresses are a triumph of faultless grooming. Fresh, irresistible, summery—they are designed simply and with true understanding of the women who will wear them. They will stand the warm weather strain of many washings. And, no matter how low the cost, they are always smart and finely made.

**AT B. ALTMAN & CO., NEW YORK, AND THE SMARTEST SHOPS EVERYWHERE**

Adorably frilled and utterly feminine—a twine lace dress in distinctive wheel pattern has an organdy collar and flowers. In white, string, blue, flesh or maize. Sizes 14 to 44 . . . . . \$13.50

Canadian Price, \$16.75

## VOGUE'S TRAVEL DIRECTORY

## Los Angeles

## CALIFORNIA

White Star Line. For rates, reservations, information, call or write W. F. Ohlson, D.P.A., 715 West 7th Street, Trinity 8261.

## San Francisco

Hamburg American Line. For rates, reservations, information, call or write to E. A. Winkler, 574 Market Street, Garfield 3422.

White Star Line. For rates, reservations, information, call or write L. E. Archer, 687 Market Street, Douglas 8680.

## Yosemite National Park

The Ahwahnee. No California visit is complete without Yosemite—and the colorful Ahwahnee. Open all year. American Plan. \$10.00 and \$12.00.

## Long's Peak

## COLORADO

Long's Peak Inn. Beautifully rustic and modern. Non-tipping. Climb, ride or rest in Alpine scenes. Correspondence invited. Mrs. Enos A. Mills.

## Old Lyme

## CONNECTICUT

Boxwood Manor. Lovely inn on New England coast between New Haven & New London. Ideal for families. Golf, saddle-horses, ocean bathing. DOWS.

## DISTRICT OF COLUMBIA

## Washington

The Willard Hotel. Famous guests made it famous; modern service makes it popular. Two blocks from White House. \$1. one, \$6. two, up.

White Star Line. For rates, reservations, information, call or write R. M. Hicks, D.P.A., 743-14th Street, National 1845.

## Atlanta

## GEORGIA

White Star Line. For rates, reservations, information, call or write A. H. Beisel, D.P.A., 75 Poplar Street, Walnut 8118.

## Chicago

## ILLINOIS

Hamburg American Line. For rates, reservations, information, call or write to A. C. E. Schmidt, 177 North Michigan Ave., Dearborn 2207.

White Star Line. For rates, reservations, information, call or write George P. Corfino, 216 N. Mich. Ave., Randolph 6840.

## French Lick

## INDIANA

French Lick Springs Hotel. Smart—Sophisticated—Spa—Attractions. Europe's famous pleasure & health resort. Climate ideal. Home of Pluto. Amer. Plan.

## New Orleans

## LOUISIANA

White Star Line. For rates, reservations, information, call or write E. J. McGuirk, D.P.A., 317 St. Charles Street, Main 4741.

## Ogunquit

## MAINE

Sparhawk Hall. At the salt water's edge. Surf bathing. Golf, tennis, fishing, saddle horses. Orchestra. Sprinkler system. Elevator. June 25-Sept. 10.

## Poland Spring

Poland Spring House. Mansion House. Open June to Oct. Where hospitality is truly a fine art. Real comfort. Homelike atmosphere. Unsurpassed table.

## Prout's Neck

The Willows. Distinctive seashore resort. Famous for comfort, courtesy and cuisine. Moderate rates. Climate ideal. Golf, tennis, ocean bathing.

## Winter Harbor

Grindstone Inn. A modern resort hotel overlooking the ocean & Frenchman's Bay. Refined clientele, excellent cuisine. 5 mi. from U. S. Route #1. Bklt.

## York Harbor

Marshall House. Also the Emerson and Cottages. Fire sprinklers throughout. Superb location on ocean and river. Golf, bathing, orchestra, elevators.

## Baltimore

## MARYLAND

White Star Line. For rates, reservations, information, call or write F. T. DeCock, D.P.A., 340 North Charles Street, Vernon 3720.

## MASSACHUSETTS

## The Berkshires—Greenfield

The Weldon. European (Fireproof) "The Beautiful Home Hotel". All year. 200 rms. Excellent table. Refined atmosphere. Reasonable rates. Golf. Bklt.

## Boston

Hotel Puritan. On beautiful Commonwealth Avenue. Furnishings and comforts of a luxurious private home with hotel service of the highest type.

Hamburg American Line. For rates, reservations, information, call or write to D. J. Harkins, 80 Boylston Street, Hubbard 8487.

White Star Line. For rates, reservations, information, call or write G. W. Howard, G.P.A., 563 Boylston Street.

## Cape Cod

Mayflower Hotels. On the ocean at Manomet Point. Plymouth. Beach, swimming pool, golf course. Also in the quaint town of Hyannis, near Craigville Beach.

## Nantucket Island—Siasconset

Beach House. In picturesque Siasconset. Modernly equipped 100 room hotel. Ocean view. Wide stretch of moors. All outdoor sports. Amer. & European Plan.

## Swampscott

New Ocean House. Facing ocean on historic North Shore. Every recreational feature. Revised 1933 rates. Booklet. Clement Kennedy, President.

## Detroit

## MICHIGAN

White Star Line. For rates, reservations, information, call or write W. C. Lancsweert, D.P.A., 1255 Washington Blvd.

## Minneapolis

## MINNESOTA

White Star Line. For rates, reservations, information, call or write Miss H. L. Mayhew, 137 South 7th St., Geneva 7335.

## St. Louis

## MISSOURI

White Star Line. For rates, reservations, information, call or write R. J. Griffiths, D. P. Mgr., 1100 Locust Street, Main 1190.

## Emigrant

## MONTANA

Ox Yoke Ranch. Real stock ranch. 30 mi. from Yellowstone Park. Bathroom in every cabin. Electric lights. Open all yr. References. Bklt. Charlie Murphy.

## Hanover

## NEW HAMPSHIRE

The Hanover Inn. On the Campus at Dartmouth College. 100 rooms. 60 baths. Elevator. Highest type hotel service. State roads. All outdoor sports.

## White Mountains—Bretton Woods

The Mount Washington. Opens July 1st. Bretton Arms, opens June 15th. Famous for golf—two courses. C. J. Root, Mgr. N. Y. Office, 2 W. 45th St.

## White Mountains—Crawford Notch

Crawford House. Distinctive mountain resort. Golf, tennis, swimming, mountain climbing, saddle horses. Orchestra of Boston Symphony players.

## White Mountains—Franconia

Pockett's-on-Sugar Hill. New England's unique resort. Exclusive clientele. Quaint, homelike atmosphere & excellent cuisine. Recreational features. Cottages.

## White Mountains—Sugar Hill

Sunset Hill House. Location unexcelled. All prominent White Mt. peaks visible. Golf free to guests. Tennis, riding, orchestra. Private cottages. Booklet.

## White Mountains—Whitefield

Mountain View House. Dignified & charming in a lovely location with superior service, attractive appointments. Every outdoor sport. Selected clientele.

## Asbury Park

## NEW JERSEY

The Monterey. Modern beach front hotel. Superior accommodations at low rates. Inquiry invited. Phone: Asbury Park 1600. Sherman Dennis, Mgr.

## Spring Lake Beach

The Monmouth. Social centre of the north Jersey coast. Occupying two entire blocks on ocean front. Opens June 29th. Bathing, golf, tennis.

## Adirondacks—Essex

## NEW YORK

Crater Club. Lake Champlain. Modern cottages, no housekeeping cares. Exclusive clientele. Moderate rates. References required. Send for circular.

## New York City

The Panhellenic Hotel. For women. 49th St. & 1st Ave. 26 stories. Solarium. Terrace rooms. Rates from \$2 daily, \$10 weekly, 400 outside rooms.

Hamburg American Line. For rates, reservations, information, call or write to A. Scheurer, 39 Broadway, Digby 4-4400.

## Watkins Glen

Glen Springs. High above magnificent Finger Lakes. Natural Nauheim baths. Splendid cuisine. Golf. Illustrated booklet. Wm. Leffingwell, Pres.

## Cleveland

## OHIO

White Star Line. For rates, reservations, information, call or write R. H. Sutcliffe, D.P.A., 616 East Superior Ave.

## Eagles Mere

## PENNSYLVANIA

The Crestmont Inn. Twenty-seven holes, superb golf. Eight tennis courts. Ideal boating and bathing. Write for Booklet. Wm. Woods, Proprietor.

## Philadelphia

The Benjamin Franklin. Philadelphia's largest and most modern hotel. 1200 large rooms, each with bath. 3 restaurants. Largest unit in United Hotels chain.

Hamburg American Line. For rates, reservations, information, call or write to Peter Kreckmann, 262 South Broad Street, Pennypacker 3380.

White Star Line. For rates, reservations, information, call or write W. T. Roach, Mgr., 1616 Walnut Street, Race 7429.

## Pittsburgh

White Star Line. For rates, reservations, information, call or write L. A. Miller, D.P.A., Arcade, Union Trust Building, Atlantic 0333.

## Watch Hill

## RHODE ISLAND

Ocean House. Right on ocean. Finest bathing beach on coast. Unsurpassed table and service. Excellent orchestra. Sprinkler system. Low rates. Amer. plan.

## Memphis

## TENNESSEE

White Star Line. For rates, reservations, information, call or write E. J. Irwin, D.P.A., P. O. Box #3.

## Dallas

## TEXAS

White Star Line. For rates, reservations, information, call or write F. O. Riebe, D.P.A., Cotton Exch. Bldg.

## Houston

## TEXAS (Cont.)

White Star Line. For rates, reservations, information, call or write W. R. Sobers, D.P.A., 2nd Nat'l Bank.

## VERMONT

Free Official State Vacation Books: "Lake & Mountains", "Farms, Summer Homes for Sale." Where to Stop, Road Map, Sec'y of State, Dept. B, Montpelier, Vt.

## Fairlee

Lake Morey Inn. 18 hole golf course free to house guests. Saddle horses, tennis, water sports. House orchestra. Select clientele. Accommodates 150.

## Lake Champlain—Basin Harbor

Basin Harbor Lodge & Cottages. Lowest rates include golf, tennis, boats, all sports. Orchestra. May to Oct. Folder. A. C. Beach, Vergennes, Vt.

## Lake Morey—Fairlee

Bonnie Oaks Inn & Bungalows. All sports. 100 rooms, 97 baths, 83 fireplaces. Baby Oaks, with supervised play. May to Dec. Folders. E. H. Page.

## Norfolk

## VIRGINIA

White Star Line. For rates, reservations, information, call or write J. H. Threadgill, 111 East Plume St., Norfolk 25303-4.

## Seattle

## WASHINGTON

White Star Line. For rates, reservations, information, call or write G. H. Nickerson, 1333 Fourth Avenue.

## Halifax, Nova Scotia

## CANADA

White Star Line. For rates, reservations, information, call or write A. G. Jones & Co., St. Paul Bldg.

## Montreal, Quebec

## CANADA

White Star Line. For rates, reservations, information, call or write P. A. Curry, Mgr., McGill Building, Marquette 7761.

## Quebec, Quebec

## CANADA

White Star Line. For rates, reservations, information, call or write G. R. Ramsey, 53 Dalhousie Street, Quebec 2-0008.

## Toronto, Ontario

## CANADA

White Star Line. For rates, reservations, information, call or write C. F. Mason, 55 King Street, East, Elgin 9116.

## Vancouver, B. C.

## CANADA

White Star Line. For rates, reservations, information, call or write R. G. Parkhurst, 738 Hastings Street, West.

## Winnipeg, Manitoba

## CANADA

White Star Line. For rates, reservations, information, call or write J. H. Patterson, 224 Portage Avenue.

## ENGLAND

London & North Eastern Railway. Serving the eastern side of Britain. Route of the Flying Scotsman. 11 W. 42nd St., N. Y. City.

London Midland and Scottish Railway. Traverses no less than 32 of the 40 counties of England—The Route of the Royal Scot, 200 Fifth Ave., N. Y. City.

## London



*It's Sport*  
**FROM PORT TO PORT**

*if you follow the "50 timers"*

The sea is dotted with good ships . . . but it needn't be confusing, the choosing of just the right ship for your ocean trip!

Just follow the "50 Timers." The 50 Timers — those seasoned, seagoing men and women who know travel . . . and out of their wealth of experience have chosen White Star Liners *50 times and more!* They know that on White Star it's really 3000 miles of feasting and fun, of quiet luxury and perfect, unobtrusive service — and sport from port to port!

The 50 Timers' favorites: *Majestic*, world's largest ship; famous *Olympic*; *Georgic* (new) and *Britannic*, England's largest motor liners; the favorite *Adriatic*.

For sailings to Ireland, England and France, see your local agent—the travel authority in your community.



**WHITE STAR**  
**LINE**

INTERNATIONAL MERCANTILE MARINE CO.  
 No. 1 Broadway, New York  
 Other offices in principal cities. Agents everywhere

# COLOR does the trick

**COLOR!** The success or failure of a room depends on it! The costliest furniture may be ruined by the wrong color of upholstery for its period . . . or the wrong color of carpet or curtains. The simplest little made-over-barn country house may attain high distinction through color alone. In no department of decoration does the amateur need more guidance.

- The editors of *House & Garden*, collaborating with leading decorators and architects, have made a thoroughly practical . . . and very beautiful . . . guide to the planning of color schemes for every room in the house—be it large or small.
- This book is called *House & Garden's Book of Color Schemes*. It contains color schemes for every decorative period from the Renaissance to the modern.
- It explains the theory of color and shows how to select a color scheme and build it up to a complete whole . . . gives exact definitions of 182 colors.
- It includes 312 photographs of distinctive interiors, with their color schemes in full . . . halls, living rooms, dining rooms, bed chambers, sun rooms, roofs, garden rooms, kitchens, and baths.
- It has a carefully edited list of decorators, architects, artists . . . a list of trade booklets on decoration.
- All of this and much more is in *House & Garden's Book of Color Schemes*. It will give you practical ideas and save you from fumbling and costly experiments. Mail the attached coupon today.

## HOUSE & GARDEN'S BOOK OF COLOR SCHEMES \$5.20

POSTPAID

THE CONDÉ NAST PUBLICATIONS, INC., GRAYBAR BLDG., N. Y. C.

I enclose \$5.20 for *House & Garden's Book of Color Schemes*.  
 I enclose \$5.20 for *House & Garden's Second Book of Interiors*.  
 I enclose \$5.20 for *House & Garden's Second Book of Gardens*.  
 SPECIAL: For \$12, enclosed, send ALL THREE.

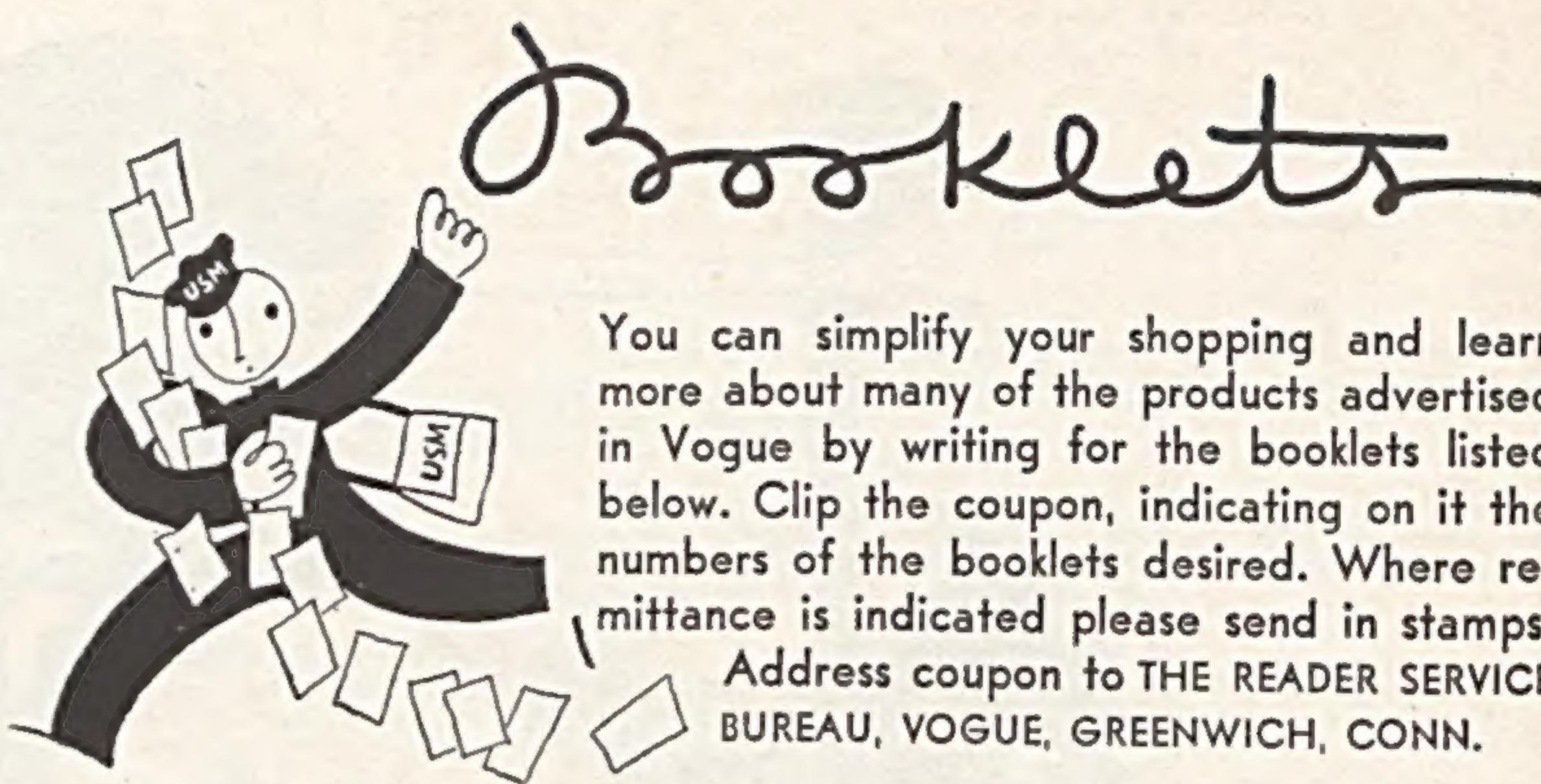
NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_

VM 6-1-33



You can simplify your shopping and learn more about many of the products advertised in *Vogue* by writing for the booklets listed below. Clip the coupon, indicating on it the numbers of the booklets desired. Where remittance is indicated please send in stamps. Address coupon to THE READER SERVICE BUREAU, VOGUE, GREENWICH, CONN.

## For your Vanity

112. HARRIET HUBBARD AYER. Free booklet, "All for Beauty". HARRIET HUBBARD AYER, INC., 325 EAST 34TH STREET, NEW YORK CITY.

113. ELIZABETH ARDEN. "The Quest of the Beautiful"—a booklet explaining the Arden scientific method for care of your skin at home. ELIZABETH ARDEN, 691 FIFTH AVENUE, NEW YORK CITY.

114. YARDLEY. A free booklet, "Complexions in the Mayfair Manner", tells you all about these English beauty preparations. YARDLEY & CO., LTD., 452 FIFTH AVENUE, NEW YORK CITY.

115. KATHLEEN MARY QUINLAN. Treatment booklets for home care. KATHLEEN MARY QUINLAN, 655 FIFTH AVENUE, NEW YORK CITY.

116. FRANCES DENNEY HERBAL PREPARATIONS. Treatments and preparations for different types of skin conditions described in booklet, "The Affairs of Beauty". DENNEY & DENNEY, PHILADELPHIA, PA.

117. WOODBURY'S BEAUTY PREPARATIONS. (A) Free trial tube of Cold Cream. (B) Week-end kit containing generous samples of Woodbury's Creams, new Face Powder, and Facial Soap; 10c. JOHN H. WOODBURY, INC., ALFRED STREET, CINCINNATI, OHIO.

118. POND'S FACE POWDER. Free sample in glass jar, 10c. Indicate shade desired (Naturelle, Light Cream, Rose Cream or Brunette). POND'S EXTRACT COMPANY, 110 HUDSON STREET, NEW YORK CITY.

119. DOROTHY GRAY. Free booklet, describing preparations and their uses. DOROTHY GRAY, 683 FIFTH AVENUE, NEW YORK CITY.

120. KRUSCHEN SALTS. Free booklet giving vital points on how to youthen and beautify one's self. E. GRIFFITH HUGHES, ROCHESTER, NEW YORK.

121. ADMIRACIÓN—the soapless shampoo, 2-treatment bottle, 9c for mailing. NATIONAL OIL PRODUCTS CO., HARRISON, NEW JERSEY.

122. WAMSUTTA SHEETS AND PILLOW CASES. Free catalog to help you harmonize sheet and blanket colours. WAMSUTTA MILLS, NEW BEDFORD, MASS.

123. QUAKER LACE AND NET CURTAINS. Name of nearest dealer on request. QUAKER LACE COMPANY, 330 FIFTH AVENUE, NEW YORK CITY.

124. IMPERIAL FURNITURE. Illustrative style book, "Decorating Secrets", suggesting ideas for achieving new beauty in your home; 50c. IMPERIAL FURNITURE CO., GRAND RAPIDS, MICHIGAN.

## For your Household

125. TOYS. Catalog on request. F. A. O. SCHWARZ, 745 FIFTH AVENUE, NEW YORK CITY.

## VOGUE READER SERVICE BUREAU • GREENWICH, CONNECTICUT

Please have sent to me the booklets numbered \_\_\_\_\_

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

126. VOGUE'S BOOK OF PRIVATE SCHOOLS, free. VOGUE'S SCHOOL BUREAU, 1928 GRAYBAR BUILDING, NEW YORK CITY.

## For your Wardrobe

127. SERACETA. The thread that has created a new fabric. Samples of spring fabrics woven of Seraceta Strands. THE VISCOSÉ COMPANY, 200 MADISON AVENUE, NEW YORK CITY.

128. MATRIX SHOES, with the special moulded sole. Name of your nearest dealer on request. E. P. REED & CO., ROCHESTER, NEW YORK.

129. SHOECRAFT. "Fitting the narrow foot"—sizes to 11—widths AAAA to C. Style booklet. SHOECRAFT, 714 FIFTH AVENUE, NEW YORK CITY.

130. RED CROSS SHOES. Free booklet, "Fitting All Four of Your Feet"—gives valuable information on fitting your feet for both action and repose. THE UNITED STATES SHOE CORPORATION, CINCINNATI, OHIO.

131. MAIDEN FORM BRASSIÈRES. "Full-Fashion"—the brassière that fits like a stocking. Booklet on request. MAIDEN FORM BRASSIÈRE COMPANY, INC., 245 FIFTH AVENUE, NEW YORK CITY.

132. FLEXEES. Foundation garments of Lastex, featuring "Twin-Control". Style booklet on request. ARTISTIC BRASSIÈRE COMPANY, INC., 37 WEST 37TH STREET, NEW YORK CITY.

133. PERPOLASTIC REDUCING GIRDLE. Booklet, samples of rubber, and details of ten-day trial offer PERPOLASTIC, 41 EAST 42ND STREET, NEW YORK CITY.

134. McCUTCHEON'S FABRICS. Samples of fabrics on request. McCUTCHEON'S, FIFTH AVENUE AT 49TH STREET, NEW YORK CITY.

135. CELANESE. Booklet, "Caring for Apparel of Fine Fabrics", and samples of Celanese fabrics; free on request. CELANESE CORPORATION OF AMERICA, 180 MADISON AVENUE, NEW YORK CITY.

136. SHAGMOOR—the coat fabric. Spring booklet illustrating fifteen new models. LINDER BROS., INC., 512 SEVENTH AVENUE, NEW YORK CITY.

137. SKINNER'S "TROUBLE-PROOF" CRÈPE, slip-proof, pre-shrunk, fast colour. Samples on request. WILLIAM SKINNER & SONS, 45-47 EAST 17TH STREET, NEW YORK CITY.

## For your Vacation

138. ENGLAND. Fascinating itineraries and literature describing the Great Western Railway Land Cruises. AMERICAN EXPRESS COMPANY, 65 BROADWAY, NEW YORK CITY.

139. THE YELLOWSTONE. Literature and suggested itinerary on request. E. E. NELSON, 163 NORTHERN PACIFIC RAILWAY, ST. PAUL, MINN.

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_  
VM 6-1-33

# VOGUE'S SCHOOL & CAMP DIRECTORY

## GIRLS' CAMPS

### OGONTZ WHITE MOUNTAIN CAMP

For girls. Outdoor life beside Ogontz Lake, near Sugar Hill, N. H. Golf, hockey, riding. Three rides a week included in tuition. Swimming, sailing, aquaplaning, archery, riflery. Handicrafts, nature study. Rustic cabins on 700-acre tract. Two weeks at Ogontz seashore camp in Maine by arrangement. Tutoring. Write for booklet. ABBY A. SUTHERLAND, OGONTZ Every girl learns to dive



### ACADIA Girls 8 to 15 Lake Winnipesaukee, N. H. 25th Year All Sports—Gypsy Trips—Drama Dancing Dr. and Mrs. Grant Quimby Lakeport, N. H.

### TEELA-WOOKET

FOR GIRLS. Roxbury, Vermont. The Horseback Camps in the heart of The Green Mountains. A 300-acre wonderland. Famous for beautiful horses, free riding, and thorough instruction in horsemanship. All sports. Private golf course. Cabins, Showers. Delicious food in abundance. No extras. Tuition reduced and terms may be arranged. Mr. and Mrs. C. A. Roys, 18 Ordway Road, Wellesley Hills, Mass. Camp Idlewild for Boys, Lake Winnipesaukee, N. H.



### SARGENT SCHOOL • CAMPS PETERBORO, N. H.

Recreational Camp for Girls. Under Boston University. 500 acres around Half Moon Lake. Senior Camp 13-19. Separate Junior Camp 6-12. Land, water sports. Riding in fee. Catalog. Miss E. Frances Sanborn 22 Everett St., Cambridge, Mass.

### CAMP COWASSET

For girls. Sea tang, water sports. Spicy pines, log cabins. Gypsy camp. Rate includes riding. Catalog. Miss Beatrice A. Hunt, 18 Plymouth St., Holbrook, Mass.

### CAMP SEBOWISHA FOR GIRLS

INDIAN LAKE, GREENWOOD, ME. REAL CAMP LIFE. All land and water sports, specializing in swimming, dramatics and canoeing. Horseback riding. Resident nurse. ETHEL V. HOBES, The Tennis Place Apts., Forest Hills, N. Y.

### SILVER LAKE CAMP

In the Lake Placid Region. 22nd Season. Riding; Aquaplaning. Inclusive fee \$195. Address 9G, 215 E. 73rd St., New York. RH. 4-5142

### ROSE HAVEN

Highland Camp for Girls 5-15 Years. Varied program. Archery, crafts, naturelore, trips, dancing, dramatics. Riding. All sports. Finest living conditions. 14th season. Moderate fee. Address: Miss Mary Birchard, Rockleigh, N. J. P. O. Northvale.



### Hopi-tu for Girls, Arizona

"Summit Ranch". Altitude 8400 ft. Dry bracing climate. All sports, music, tutoring. "Horse for every girl." Educational trips: Apaches, Navajo, Kaibab Forest, Painted Desert, Petrified Forest, Hopi Snake Dens, Grand Canyon 1, 2 or 3. June 26 to Aug. 8. One fee. Booklet. Mrs. Myrtle Murdock, M. A., Phoenix Junior College, Phoenix, Arizona

### PEAK AND PINE San Jacinto Mountains California

Tenth Season. Limited to 35 girls—8 to 15. Resident physician. Riding, Swimming, Dramatics. All camp activities. Director. Harriet A. Snyder, 1833 Verdugo Vista, Glendale, California

### STUDENT RESIDENCE

### The Ferguson Residence, Inc.

Affords a charming modern home for girls studying in New York. Attractive sunny rooms. Private baths. Conveniently located. Chaperonage if desired. Est. 1915. Open all year. Tel. Sus. 7-9438. Catalog. 309-313 West 82nd Street, New York City

THESE SCHOOLS & CAMPS WILL GIVE SPECIAL CONSIDERATION TO LETTERS FROM READERS WHO MENTION VOGUE

## School, Home & Co.

"Education is a hard word describing a lovely thing. Though the process of growing and knowing is increasingly honored, the very name we give it is somehow repellent. The door's worn sill used to betray 'the feet that creeping slow to school went storming out to playing.' That reluctance is now modified. Nowadays schooling means far more than a mastery of facts and the passing of examinations. It means abundant life. The heartfelt enthusiasm of the community centers in the school.

"No longer is our theme the accepted target of well-worn jests, jests that disclose the odium toward and the boredom of much old-fashioned schooling. The modern school, like the hospital and the church, is recognized as an essential agency of social service.

"All this sounds solemn, not to say dull. Schools are gay and full of tonic, although treatises about education display little glistening glory. Someone should offer a prize for a word suitably to be substituted for 'education.' It must be an omnibus word, for the training of the heart and the hand is now in recognized parity with the discipline of the mind. The best definition I know is where Rufus Jones calls education 'building up a disposition.'"

—From the Introduction to *School, Home & Co.* by S. S. Drury, Headmaster, St. Paul's School. Reprinted by permission of Farrar & Rinehart, Inc., Publishers. Text on succeeding pages from the chapter "Let's Begin."

## BOYS' CAMPS

### MON-O-MOY BREWSTER, MASS., CAPE COD

Superb sailing, bathing, canoeing, deep-sea fishing, land sports. Riding, Riflery, Cabins, Tutoring, Camp Mother, Nurse, Counselor's Training Course, Junior, Intermediate, Senior, Upper Senior Camps. Illustrated booklet. H. V. Dodd, Worcester Academy, Worcester, Mass.

### WASSOOKEAG SCHOOL-CAMP

The unique "older boy program". One counselor-teacher for every 3 boys. Write for literature describing the "School-Camp Movement". Lloyd Harvey Hatch, Director, Dexter, Maine

## BOYS' CAMPS

### ADVENTURE ISLAND

A Boys' World—On Green Bay, near Fish Creek, Wis. 40 Pirates and Vikings on a large wooded island. Many attractive features. Exceptional staff. Unusual health record. Six hour drive from Chicago. For booklet write Charles A. Kinney, Winnetka, Ill.

### SAUGATUCK Tenth Season

Indorsed by Dr. John B. Watson. Swimming, tennis, boxing, hiking, camping under corps of specialists. Ten year record of healthy, happy boys. Tuition \$275. Mr. & Mrs. George P. Weddle, Westport, Conn.

## GIRLS' SCHOOL

### The KNOX School for Girls

A School of American Ideals in a Country of American Traditions

Mrs. RUSSELL HOUGHTON  
Box V Cooperstown, N. Y.

## GIRLS' SCHOOLS

### BRIARCLIFF

Two years of college work. Separate division for preparatory and general group. Liberal Arts, Theatre Arts, Home Economics, Architecture, Library Science, Fine Arts, Physical Education, and Secretarial Science. Release of creative energies and development of social responsibility. Conference method. New York City advantages. Thirty-eight acre campus. Golf, riding, swimming pool. Catalogue, Briarcliff, Box V, Briarcliff Manor, New York.

### GARDNER SCHOOL

Moved to 154 East 70th Street, New York. Resident and day school for girls. Accredited. Elementary, College Preparatory, Secretarial and Junior Collegiate courses. Music. All athletics. 76th year. M. Elizabeth, Principal

### THE FINCH SCHOOL

RESIDENT and DAY Courses for graduates of preparatory schools combining vocational and cultural opportunities. Special Courses for non-graduates. Jessica V. Cosgrave, 61 East 77th St., New York City.

### SEMPLE SCHOOL

Resident and Day. Postgraduate & Junior College courses. College Prep., Art, Music, Dramatic Art, Secretarial, Domestic Science. Country estate. Sports. European affiliated school. Mrs. T. Darrington Semple, Principal, 351 Riverside Drive, N. Y. C.

### Cathedral School of Saint Mary COLLEGE PREPARATORY AND GENERAL COURSES

MIRIAM A. BYTEL, Principal  
Garden City Long Island, New York

### ANDRÉBROOK

In Tarrytown, New York: A unique school for a small group of girls, emphasizing intimate contact with the cultural resources of New York. Preparation for college or special work. • • •

In Munich, Bavaria: A study group for older girls combining travel with courses in languages, history, art, music. Winter sports in the Alps. Miss Lillian Clark Weaver Tarrytown New York

### DREW SEMINARY

For girls. Accredited College Preparatory, General courses. Music, Art, Domestic Science, Secretarial. On beautiful Lake Gienhelda. All sports. Gymnasium. 54 acres. Separate Junior school. 67th year. Catalog. Dr. H. E. Wright, Pres., Box V, Carmel, N. Y.

### • PUTNAM HALL •

For girls. College preparatory. General course. Emphasis on music, art, dramatics, home-making. Unusual program of extra-curricular activities. Supervised athletics, riding, tennis, swimming. Catalog. Ellen V. Bartlett, A. B., Pres., Poughkeepsie, N. Y.

### Emma Willard School

THOROUGHLY prepares young women for leading colleges, and offers a broad, general course. Music and art. Athletic, outdoor life on 60-acre campus. Organized 1814. For catalog address: Eliza Kellar, L.L.D., Principal, Troy, N. Y.

### Miss Beard's SCHOOL

College preparation and general courses, Junior and Senior High School. Household and Applied Art, Music. Trained teachers, small classes. Excellent health record, varied sports program. Write for booklet. LUCIE C. BEARD, Headmistress, Berkeley Ave., Orange, N. J.

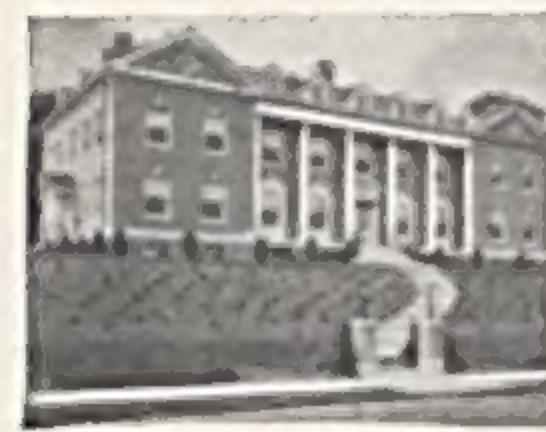
## GIRLS' SCHOOLS

**DWIGHT SCHOOL FOR GIRLS**

College Preparatory and Special Courses. Excellent post-graduate courses. Miss Frances Leggett, Mrs. Charles W. Hulst, Principals, Englewood, New Jersey

**ST. JOHN BAPTIST SCHOOL for Girls**

A Country Boarding and Day School  
Under the care of the Sisters of St. John Baptist (Episcopal Church). College Preparatory, Music, Art and General Courses. For Catalog, Address The Sister Superior, Mendham, New Jersey

**LARSON SCHOOL**

CULTURAL secretarial and academic courses of college grade for young women. Also Music, Art, Dramatics, One and two year courses. Beautiful new buildings. On Lake Whitney. Sports. Catalog. President Larson School, New Haven, Conn.

**Edgewood Park JUNIOR COLLEGE**

JUNIOR COLLEGE and college preparatory. Liberal Arts, Kindergarten, Journalism, Interior Decoration, Secretaryship, Music, Sports. Moderate rates. M. H. Reaser, Ph.D., Box V, Greenwich, Conn.

**LOW-HEYWOOD**

*On the Sound At Shippan Point*  
Preparatory to the Leading Colleges for Women. Also General Course. Art and Music. Separate Junior School. Outdoor Sports. Address Mary Rogers Roper, Headmistress, Box V, Stamford, Connecticut

**Weylister**

Intensive college and secretarial courses for young women. One or two years. Near New Haven. Mrs. Marian W. Skinner, M.A., Miss Louise H. Scott, Box V, Milford, Conn.

**St. Margaret's School**

Emphasizes preparation for the leading colleges. Excellent general course with music, dramatics, art and secretarial work. Hockey, riding, tennis. Country estate, modern building, 58th year. Alberta C. Edell, A.M., Box V, Waterbury, Conn.

**WYKEHAM RISE**

Washington, Connecticut  
A COUNTRY SCHOOL FOR GIRLS  
College Preparatory and Special Courses  
Fanny E. Davies, L.L.A., Head Mistress

**CRESTALBAN**

A Country School in the Berkshires for girls 6-14. Small selected group. Thorough scholastic work. Family life. Out-door classes. Out-door sports. Riding. 200 acres, 4½ hours from N. Y. Booklet. Miss Margery Whiting, Box A, Berkshire, Mass.

**HOUSE IN THE PINES**

A Country School Near Boston  
Thorough College Preparation. General and two-year graduate courses. Secretarial subjects. Household arts. Music. Art Studio. French House. Fine riding horses. THE HEDGES—A separate school for girls of Junior High School age. Miss Gertrude E. Cornish, Principal, 40 Pine Street, Norton, Mass.

**GARLAND SCHOOL**

HOMEMAKING FOR THE MODERN GIRL  
For girls of college age. Child training, nutrition, cookery, clothing, interior decoration, household management, psychology and related subjects. Complete and practical preparation for homemaking as a career. One- and two-year courses. Catalogue.

Mrs. Gladys V. Jones, Director  
409 Commonwealth Avenue, Boston, Mass.

**Bradford**

131st Year. 4500 Alumnae. Near Boston. Endowed. Reduced Rate. Able Faculty. Modern Courses and Equipment. 40 Acres. Swimming, Riding, Golf.

BRADFORD JUNIOR COLLEGE  
Two-Year Liberal Arts College. Accredited to Universities. Music, Speech, Art, Homemaking.

BRADFORD ACADEMY  
Separate Three-Year Preparatory School. General Course. One-Year Course. Music, Art, Homemaking. Katharine M. Denworth, Ph.D., Box 60, Bradford, Mass.

**WALNUT HILL**

Preparatory and general courses. Excellent record with leading colleges. Fifty-acre campus. All sports. 17 miles Boston, 2 miles Wellesley College. Hester R. Davies, Prin., 16 Highland St., Natick, Mass.

**THE DANA HALL SCHOOLS**

Ten acres—For young girls from ten to fifteen years. Dana Hall—College Preparatory and General Courses. Pine Manor—Junior College, Sub-collegiate, Music, Art, Homemaking. Helen Temple Cooke, Head, Box G, Wellesley, Mass.

## GIRLS' SCHOOLS | GIRLS' SCHOOLS

**MARYMOUNT COLLEGE TARRYTOWN, N. Y.**

For girls, in picturesque Westchester County—40 minutes from New York City—Beautiful well-equipped Academic Buildings and Resident Halls. Individual attention. Confers B. A., B. S. Degrees. Music, Art, Elocution, Pedagogy, Journalism, Household Arts, Secretarial, Dramatics. Study and travel at Paris and Roman Branches, with full credit for courses.

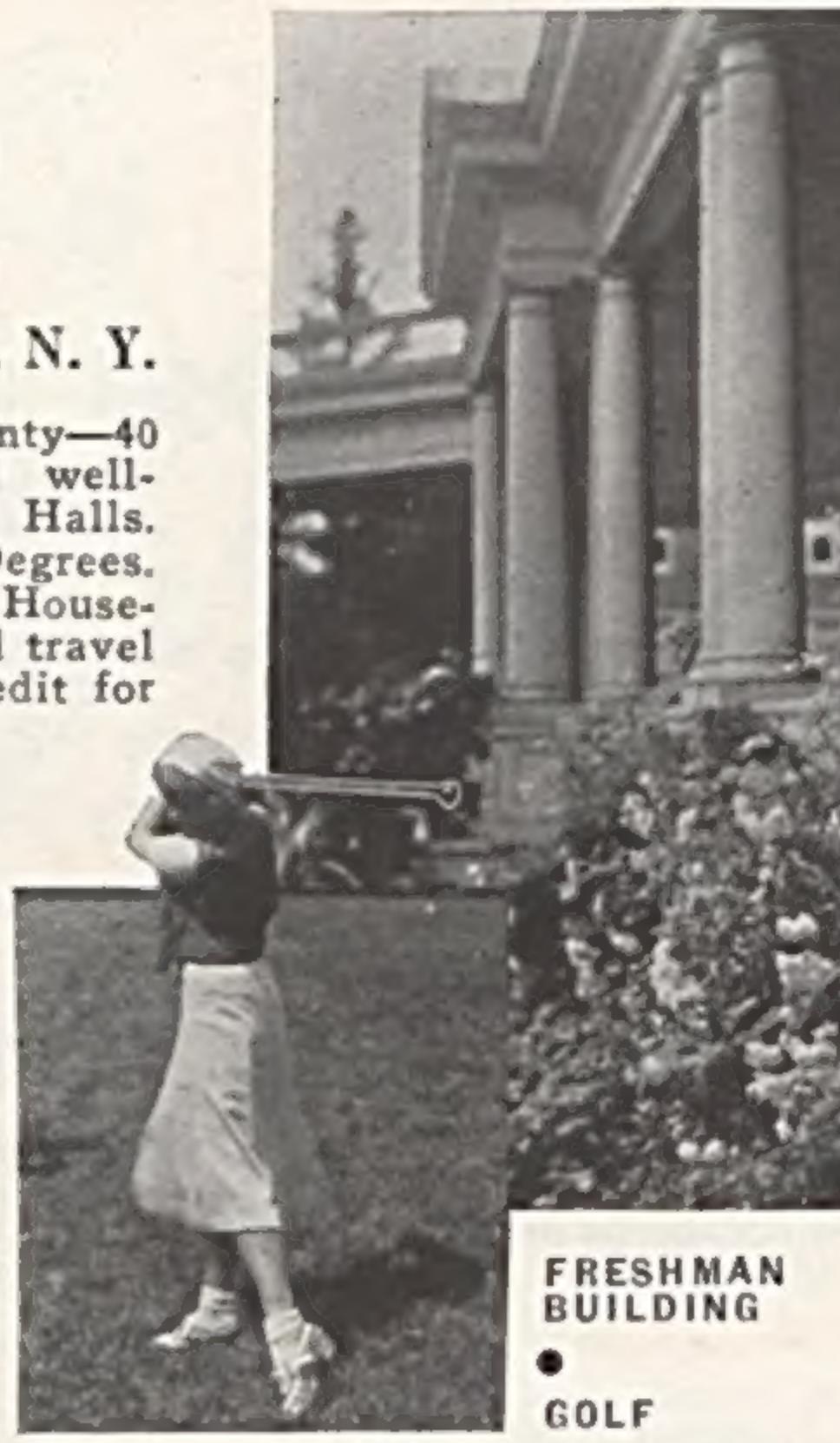
**Marymount Preparatory School and Junior College in Wilson Park**

Elementary and High School Courses—College Preparatory—Junior College—with special advantages for cultural subjects.

Riding, Gymnasium, Stadium, Swimming Pool, Organized Sports, Games for all Departments.

Branches: Paris, France; Rome, Italy; Bel-Air, Calif.; Fifth Avenue, New York City

For catalogues and detailed information address the Reverend Mother.



FRESHMAN  
BUILDING  
• GOLF

**Webber College**

*Business and Financial Training for Women*

One-year course for students with previous college training. Two-year course for high-school graduates. Provides practical preparation for economic success: management of personal property, and investments; key subjects for rapid advancement in the business world. Complete secretarial training. Write for catalog describing special features.

Winslow V. Webber, 535 Beacon St., Boston, Mass.

WINTER TERM IN FLORIDA AT NO ADDITIONAL EXPENSE //

**WILDCLIFF**

*A PROGRESSIVE JUNIOR COLLEGE*

A two-year College Unit offering Liberal and Fine Arts. It provides an ideal next step for preparatory school graduates. Conference and workshop methods in Dramatic Art, Household Arts and Secretarialship. 10 miles from Philadelphia. All sports, canoeing, golf. Affiliated with Mary Lyon School. Ask for Catalog. Mr. AND Mrs. H. M. CRIST, Directors, Box 1546, Swarthmore, Pa.

**PENN HALL**

**SCHOOL AND JUNIOR COLLEGE**

*South in the Cumberland Valley, a little north of Dixie*

For Girls and Young Women. 4 year High School and 2 year Junior College. Both "accredited." Certifies to Colleges without examinations. "College Boards" held at school. Accredited Conservatory of Music. Art, Home Economics, Costume Design, Journalism, Int. Decorating, Secretarial. Dramatics, Social Poise. New Fireproof Buildings. All rooms have connecting baths. Campus, golf course. Horseback riding, swimming pool, canoeing, tennis. Part of May at Ocean City. Catalog—address FRANK S. MAGILL, A.M., Headmaster, Box V, Chambersburg, Pa.—

"A family can awaken the child's ambition by corporate, friendly expectation. Careless as boys and girls may be, they all have family pride; they don't want to let the family down. If the home generates a vital atmosphere of success, the child will catch it; and if praise for attainment, however slight, is bestowed five times as often as blame for mistakes, the child, immature, ignorant, timid and self-conscious, as many children are, will develop an expectation to attain year by year gathering momentum and confidence.

"Family spirit can be a mighty force in the progress of each of its members. The tonic of accomplishment becomes a family tradition. But the father who airily declares, 'I never could understand algebra,' or 'I always had trouble with English compositions,' with the unspoken reflection, 'and just look what a thundering success I am today!'; or the mother who sadly confesses, 'I never could spell,' is suffocating with a wet blanket the receptive mind of youth.

"All education, as Rufus Jones has reminded us, is building up a disposition; and any transmitted sense of inherited deficiency pulls down the thing we are trying to build. The unspoken pressure of parents on children is almost terrifying in its influence. Beginning with the nursery floor, the job of education is to build up in the child a disposition of cheerfulness and love, not of fear and fretfulness and failure. Even if we were not good at certain things, it is our privilege to look hopefully forward; and we may all expect our children to be better men than we are. The whole family must generate a corporate will to do well. It is the first essential.

## GIRLS' SCHOOLS

**LASELL JUNIOR COLLEGE FOR YOUNG WOMEN**

Ten miles from Boston. Two-year courses for high-school graduates. Academic, Home Economics, Secretarial, Art, Expression courses. Music, College Preparatory. Sports. 30 acres. Delightful home life. Separate Junior School. Catalogs.

GUY M. WINSLOW, Ph.D., President  
126 Woodland Road, Auburndale, Mass.

**Mount Ida School and Junior College**

A Junior College and Preparatory School  
6 miles from Boston. Accredited. Home Economics, Art, Dramatics, Secretarial, Music, Outdoor sports. Riding, Swimming. Catalog—125 Bellevue St., Newton, Mass.

**KATHARINE GIBBS**

*SECRETARIAL EXECUTIVE ACADEMIC*  
Two-Year Course—First year six collegiate subjects; second year intensive secretarial training. One-Year Course of broad business training. Special Course for College Women—separate schedule, special instruction. Catalog: Dean.

New York Boston Providence  
247 Park Ave. 90 Marlborough St. 155 Angell St.  
Day and Resident Schools in New York and Boston

**MARY C. WHEELER**

A MODERN school for girls. College preparatory, general, and post-graduate courses. Preparatory graduates successful in leading colleges. Art, Music, Dramatics, Dancing. Wide range of interests are developed; habits of wholesome, simple living inculcated. All girls participate in sports on 150-acre farm. Junior residence for girls 6-14. Est. 1889. Catalog. Mary Helena Dey, Prin., 216 Hope St., Providence, R. I.

**ROGERS HALL**

For girls. Thorough college preparation. General academic course. Junior college courses in secretarial training and liberal arts. Music, gymnasium, pool, sports. Delightful New England setting. Near Boston. Catalog. Mrs. Katharine Whitten McGay, 190 Rogers St., Lowell, Mass.

**CHAMBERLAYNE**

Two-year college course. Harvard instructors. Liberal arts, secretarial, interior decorating, special courses. Sports. Catalogue. Theresa G. Leary, A.B., M.A. (Radcliffe), Prin.; Bertha K. Filkins, Dir. Res. Box A, 178 Commonwealth Ave., Boston, Mass.

**NORTHAMPTON SCHOOL FOR GIRLS**

Regular preparatory course for Smith and other colleges. Nine-acre campus. Outdoor life, Riding, Golf. Dorothy M. Bement, Sarah B. Whitaker, Principals Box E, Northampton, Massachusetts

**BANCROFT SCHOOL**

Thorough college preparation for a carefully selected group of girls. Modern equipment. Progressive methods. Art, dramatics, glee club. All sports including swimming, hockey, riding. Est. 1900. Hope Fisher, Ph.D., Principal, Worcester, Mass.

**ABBOT ACADEMY**

Delightfully located. Thoroughly equipped. Broad General Course. Excellent College Preparatory Record. Art, Music, Dramatics, Household Science. All Sports. Bertha Bailey, Principal, Box G, Andover, Mass.

**THE LINCOLN SCHOOL**

For Girls. Exceptional record for college preparation. General courses. Cultured home atmosphere. Modern equipment. Sports. Auspices Society of Friends. Catalog. Frances E. Wheeler, Principal, Box V, Providence, R. I.

**GODDARD A GIRLS' SCHOOL IN VERMONT**

Intensive college preparation. Junior College Courses. Secretarial, Music, Art. All outdoor sports including horsemanship. Melita Knowles, Goddard School, Box 24, Barre, Vt.

Take advantage of Vogue's sixteen years of experience in helping readers select private schools and camps. There is no obligation of any kind whatever.

THESE SCHOOLS & CAMPS WILL GIVE SPECIAL CONSIDERATION TO LETTERS FROM READERS WHO MENTION VOGUE

## GIRLS' SCHOOLS

## BEAVER COLLEGE

20 Minutes from all Philadelphia Advantages  
STANDARD four-year college. Liberal arts, science, A.B., B.S., Mus.B., B.F.A. degrees. Home economics, kindergarten, elementary ed., health ed., com'l ed.—secretaryship, music, fine arts, dramatics. Graduates granted teachers' certificates. Convenient practice teaching. 18 buildings, private baths. Gymnasiums, pool. National patronage. 80th year. Moderate rates. Write for catalog. Walter B. Greenway, D.D., LL.D., Pres., Box V, Jenkintown, Pa.

## The Mary Lyon School

SENIOR college preparation, general courses for girls. High standards, modern methods, unusual equipment. Alert faculty. Cultural opportunities of Philadelphia. Riding, swimming, golf. *Wildclif*, two-year terminal Junior College courses. Advanced art, music, Dramatics' workshop. Catalog. Mr. and Mrs. H. M. Crist, Principals, Swarthmore, Pa.

School of HORTICULTURE for Women  
Floriculture, landscape design, fruit and vegetable growing, elective farm subjects. Fertile valley near Philadelphia. Two-year diploma course prepares for excellent positions. Helpful short course in August. Booklet. Mrs. P. H. Schedin, Director, Box AV, Ambler, Pa.

OGONTZ School for Girls near Philadelphia  
Grace of finishing school with educational thoroughness. Junior College. General courses. College preparation. Homemaking Dept. *Rydall Hall*, girls 7-14. Abby A. Sutherland, Prin., Ogontz School P.O., Pa.

HIGHLAND HALL  
For girls. Founded 1867. Excellent college board record. General course. Music, art, home economics, secretarial work. Camp in Alleghenies. Riding, golf, swimming pool. Catalog. Miss Callie Barksdale Gaines, A.M., Prin., Box 76, Hollidaysburg, Pa.

Birmingham ♀  
Invigorating outdoor life in Allegheny foothills. College preparatory, general courses. Certificate privileges. Music, art, secretarial. Riding, swimming. Est. 1853. Catalog. Box 68, Birmingham, Pa.

HARCUM SCHOOL  
COLLEGE PREPARATORY, general academic. Certificate privileges. Separate building for graduate school. Music, art, secretarial courses. Near Philadelphia. Riding. For catalog write Head of School, Edith Harcum, B.L., Box V, Bryn Mawr, Pa.

Chevy Chase  
For Young Women  
Accredited Junior College and Senior High School. Art, Interior Decoration, Music, Dramatics, Secretarial, and Home Economics Courses. Outdoor Life and Sports. Riding and Swimming. Advantages of the National Capital.  
For catalog and view book write  
Mrs. F. E. Farrington, Regent  
Box V Washington, D. C.

FAIRMONT  
Junior College  
Two-year College Courses in Liberal Arts, Secretarial Science, Domestic Science, Music, Art, Expression, Costume Design and Interior Decorating  
College Preparatory School  
Thorough preparation for all the colleges for women.  
5th Year. Well located to utilize the educational advantages of the Capital. Students from 85 states  
Address: Maud van Woy, A.B., Principal  
1713 Mass. Avenue, Washington, D. C.

Martha Washington Seminary  
JUNIOR COLLEGE. Liberal Arts, Secretarial Science, Household Science, Music, Art, Dramatics, High School courses. Modern buildings. Sports. Secretary, Box V, 3640 16th St., N. W., Washington, D. C.  
The schools advertised in this section will gladly send you their literature.

Stuart Hall  
LONG-ESTABLISHED Episcopal school for girls. Thorough college preparation. Two years beyond high school. Music, art, expression, business. Outdoor sports, riding. Catalog. Mrs. H. N. Hills, A.B., Box V, Staunton, Va.

Fairfax Hall  
For girls. In the Shenandoah Valley. College preparatory, 1- and 2-year college and elective courses for high school graduates. 50-acre campus. Indoor, outdoor pools. Riding, sports. Catalog. Mrs. John Noble Maxwell, Box V, Park Station, Waynesboro, Va.

THESE SCHOOLS & CAMPS WILL GIVE SPECIAL CONSIDERATION TO LETTERS FROM READERS WHO MENTION VOGUE

"The child who must look to the teacher or the school for all his intellectual impetus is handicapped. Our second unexpressed aid to progress is an atmosphere of appreciation at home. If the very walls of our houses vocally express what tastes a family possesses, how much more will the avocation of the elders set its tone! Don't you suppose it must be pretty hard for a child to develop a taste for books and a desire for book learning when the reading of the family is nothing more solid than newspapers or flimsy magazines?

"Elders can also help by using every opportunity to link learning with living. Unless the learner can discern some connection between today's lessons and tomorrow's duty, between this year's curriculum and an ultimate career, schooling will be a treadmill affair. But if parents can forge a link between the lessons-to-be-learned and the life-to-be-lived, rationality invests the assignments in the books. This is hard. This is sometimes frustrated by meticulous teachers, whose vision does not extend beyond the schoolroom walls. It is better to chat with your boy and lead him to see the relation between algebra and engineering than to exult when

(CONTINUED ON FOLLOWING PAGE)

## GIRLS' SCHOOLS

## Garrison Forest

MODERN, well-equipped country school for girls. In the beautiful Green Spring Valley near Baltimore. Thorough college preparation. General courses with excellent opportunities in Music and Art. Separate Junior School. All sports including Riding. Catalogue.

Jean G. Marshall and Nancy Offutt, Principals  
Box V Garrison Md.

## DISTINCTLY COLLEGE PREPARATORY ROBERTS - BEACH

Individual attention. Stimulating contacts with teachers of experience. Home atmosphere. Variety of sports. Address Lucy George Roberts, Ph.D., Sarah M. Beach, Ph.D., Box 40, Catonsville, Md.

## WARD-BELMONT

Accredited Junior college and preparatory school, with special courses in music, art, expression, domestic art, physical training, secretarial. Impressive buildings, gymnasium. Sports. Booklet. Alma Paine, Reg., Ward-Belmont, Box 105, Nashville, Tenn.

## Monticello Seminary

Junior College and High School

FULLY accredited, with ninety-eight years of steady growth, this famous mid-west school for girls attracts students from all states. Special courses: music, art, dramatics, dancing, physical training, home economics, secretarial. 300 acres. Open-air theatre. All sports. Near St. Louis. Not privately owned. Catalog.

Harriet Rice Congdon, Pres.  
Box V Godfrey, Illinois

## Frances Shimer

For girls and young women. 2 years College, 4 years Academy. Music, Art, Speech, Home Economics. 81st year. Gym, pool. Riding. Golf. Catalog. Floyd C. Wilcox, Pres., Box 1163, Mt. Carroll, Ill.

## FERRY HALL

Accredited High School and Junior College courses. Music, Art, Drama. New buildings. Wooded grounds to lake. All sports. Swimming pool. Miss Eloise R. Tremain, Box 40, Lake Forest, Illinois.

## TUDOR HALL

SCHOOL FOR GIRLS. Thorough college preparation. Art, music, dramatics emphasized. Graduates at Smith, Vassar, etc. Certificate privileges. General courses. Sports. Catalog. I. Hilda Stewart, Prin., 3163 Meridian St., Indianapolis, Ind.

Vogue's office is in the Graybar Building, adjacent to the Grand Central Terminal. Tel: MOhawk 4-7500. Glad to have you call or come in, any business day.

## THE BISHOP'S SCHOOL

On the Scripps Foundation. Boarding and day. Preparatory to all Colleges. Intermediate classes. Modern equipment. Caroline Neely Constance, M.A., Vassar, Headmistress. Rt. Rev. W. Bertrand Stewart, Pres., Board of Trustees, Box 30, La Jolla, Calif.

## WESTLAKE SCHOOL for GIRLS

Accredited College Preparation. Junior College. Lower School. Music, Art, Expression, Home Economics. Sports. Write Frederica de Laguna, 729 N. Faring Rd., Los Angeles, Cal.

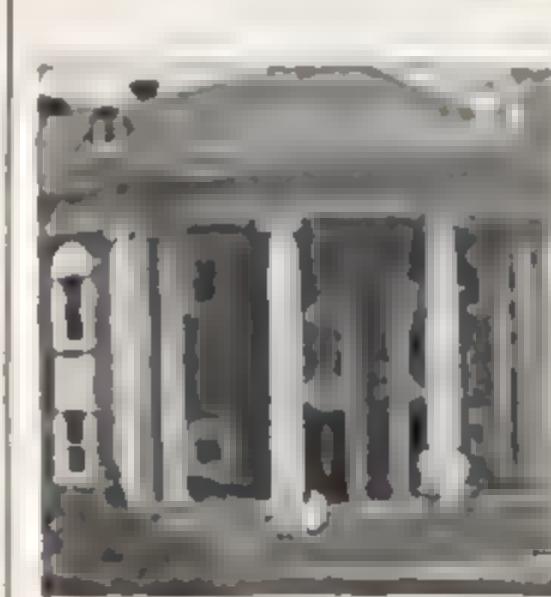
## San Luis School for Girls

Dry, bracing climate. Over 6,000 feet above sea level. Open-air classes. Outdoor sports, tennis, riding all winter. College preparatory and general courses. Summer School. Catalogue.

Mrs. Robert R. Potter, Colorado Springs, Colorado.

## • MARLBOROUGH •

Intermediate Grades and High School. General, College Preparatory, and Graduate Courses. Music, art, Outdoor sports all year. Week-ends at beach, desert, mountain. Catalog. Ada S. Blake, A.B., Principal, 5029 V, West Third St., Los Angeles, Calif.



## NATIONAL PARK SEMINARY

A WEALTH of advantages awaits girls at this famous Junior College and Preparatory School, suburban to Washington, with its 32 magnificent buildings, canoe course and miles of wooded bridle paths. Art studio. Diploma courses in Art, Music, Dramatics, Home Economics, Secretarial, Journalism. 40th year. Catalog. James E. Ament, A.M., Ph.D., LL.D., Box 563, Forest Glen, Md.



## BOYS' SCHOOLS

Under Lake Placid Club Education Foundation

**NORTHWOOD**  
*In the Heart of the Adirondacks*

Unusual success in preparing for college work. Modern methods to develop the whole boy to maximum possibilities. Emphasis on outdoor recreation that can be continued throughout life. Exceptional winter sports facilities. Close cooperation between home and school. Open to qualified boys 11 to 19.

Address Ira A. Flinner, Ed.D.

Box V, Lake Placid Club, N. Y.

**PAWLING**

Featuring preparation for College Board Examinations. Splendid scholastic record. Limited to 125 boys. Exceptionally complete equipment. Golf course and pool. Private lake for ice sports, 64 miles from New York.

Catalogue.

Frederick L. Gamage, Jr., Headmaster

Box V, Pawling, New York

**Adirondack-Florida School for Boys**

Onchiota, N. Y. Coconut Grove, Fla.

Individual college preparation combined with stimulating outdoor life in two ideal climates. Six forms for boys 12 to 18. Flexible scholastic program. Graduates in leading Eastern universities. Fall and spring in Adirondacks. Winter in Florida. For catalogue address KENNETH O. WILSON, Headmaster

**RIVERDALE A Country School for Boys**

Well-Balanced Program. One of the Best College Board Records. Athletics. Student Activities. Music. Fire-Proof Dormitory. 26th year. For catalog address Frank S. Hackett, Riverdale-on-Hudson, N. Y.

**Collegiate School**

College Preparatory school for boys. Twelve-year course completed in 11 years. Small classes. Experienced teachers. Music, gymnasium, afternoon program, manual training. Est. 1833. Catalogue V. C. B. BOOCOCK. Headmaster, 243 W. 77th St., N. Y. C.

If you are seeking for The Best School for your child, your search will be simplified . . . your requirements satisfied by the use of these advertisements.

**St. John's School**

Prepares boys for college and business. Military Training. Supervised study and athletics. Swimming-pool. Separate school for boys under 13. Homelike. William A. Ranney, Prin., Ossining, N. Y.

**IRVING SCHOOL FOR BOYS**

25 miles from N. Y. Preparation for College Boards. Certificate privilege. Accredited N. Y. State Regents. Experienced faculty. Athletics. Junior school. 97th year. Limited to 125. Catalog. C. Walter Olson, Headmaster, Box 930, Tarrytown-on-Hudson, N. Y.

**BLAIR ACADEMY**

A splendidly equipped school for boys in northern N. J. 65 miles from N. Y. C. Graduates in leading Eastern Colleges. 310 acres. Golf. Gym. Pool. Address Charles H. Breed, Ed. D., Box 16, Blairstown, N. J.

**KINGSLEY SCHOOL**

For boys. College preparatory. Junior school. Small classes. Near Montclair. 22 miles from N. Y. C. Catalog. Headmaster, Box V, Essex Fells, N. J.

**PEDDIE An Endowed School for Boys**

Peddie students pass College entrance exams, and develop self-reliance and self-control. They lay the foundation for worthwhile, constructive citizenship. Small classes. Fifteen modern buildings. Junior dormitory. Gymnasium, swimming pool. Riding. Golf course on campus of 150 acres. 68th year. Nine miles from Princeton. Summer Session July 17th to Sept. 2nd. Catalog. ROGER W. SWETLAND, LL.D., Headmaster Box 6V, Hightstown, New Jersey

**KISKI**

A successful Preparatory School for boys in the mountains of Western Pennsylvania. Rates moderate. Send for "THE KISKI PLAN". Kiskiminetas Springs School Box 911, Saltsburg, Pa.

**PERKIOMEN 5000 Boys Enrolled**

Entered 114 colleges without exams. Equine for College Board. Boys Taught How to Study. Unsurpassed Scholastic record. Sports for all. Jr. School. Rate Low. For free book, "Perkiomen Boys Become Leaders" at Harvard, Princeton, etc., apply W. S. Stover, Ph. D., Box 36, Pennsburg, Pa. (1hr. from Phila.)

## BOYS' SCHOOLS

**RUMSEY HALL***A Home School for Boys 7 to 14*

Situated among the beautiful Litchfield Hills. Thorough and efficient instruction in preparing for college preparatory schools.

Athletics under careful supervision.

Write for catalog: L. R. Sanford

L. H. Schutte, B.A., M.A., Headmaster Cornwall, Conn.

**ROXBURY**

Complete attention to the needs of the individual boy insures a thorough College Preparation. A. V. Sheriff, Headmaster, Cheshire, Conn.

**CURTIS FOR BOYS 9 to 14**

THOROUGH elementary training in atmosphere of cultured New England home. Small classes. Curtis plan develops sense of responsibility, initiative. 50 acres in Berkshire foothills. Winter sports. 58th year. Head Master, Box V, Brookfield Center, Conn.

Nationally Known—100th Year

**WORCESTER ACADEMY**

OFFERS boys accredited preparation for college, technical schools. Graduates in 37 colleges. Democratic life. Inspiring teacher-contacts. Emphasis on punctuality, industry. Vitaphone theatre, gym, pool. Sports. Catalog. Registrar, Station 26, Worcester, Mass.

**STAUNTON MILITARY ACADEMY**

Every thoughtful parent of a boy 12 to 18 should know all the facts about Staunton and its training. Write for this information today. Col. Thos. H. Russell, LL.D., Pres., Box V6, Staunton, Va.

**FRESNAL RANCH**

Preparatory school for 30 boys, 11-18. Special care given to both health and scholarship. Experienced masters. All year out-door life. 15,000 acre cattle ranch. A horse for every boy. Catalogue. BRYAN F. PETERS, Headmaster, TUCSON, ARIZ.

**Culver Educates the Whole Boy!**

Culver's 39 years of experience in training and developing boys is assurance that your son will grow at Culver in character, mental power, posture, physique, health, social poise and self confidence. 486 graduates are now attending 136 colleges and universities.

**ULVER MILITARY ACADEMY**

518 Pershing Drive, Culver, Ind.

(CONTINUED FROM PRECEDING PAGE)

he gets a 90 on his report; it is better to let your daughter's mind leap from the history book to current newspaper history that every day shapes itself between Europe and America, than to dwell on her punctuality and decorum. Parents help their children best by praise and practicality.

"The age of telephones and automobiles and radios provides sorry days for youth at school. What chance for consecutive self-education (which we call home work) has the child at whose front door a car is in readiness, with the jangle and jazz of interruptions inside the house? Concentration, which every one knows is essential to learning anything, is defeated by restlessness besetting many a family. Often failure at school is directly traceable to the folly of parents at home. These are hard words, but we had better face it. Consider! Mary begins her home-work, and her mother sends her on an errand to the store. Tom digs into his geometry, and Dad, poor tired Dad, turns on the radio. The sacredness of study time, the quiet hour and a half following supper, are essential to what we are all after—the development of a young person, wholesome in body as well as in mind. From Monday to Friday parents who use their children's time for secondary things are enemies of schools."

## SCHOOLS ABROAD—GIRLS

**HOME DES ESSERTS**

sur Leyzin Switzerland During your European travel, leave your child here. The altitude, Alpine sun baths, diet and beauty of the country will be beneficial. Ideal way to learn good French by living where French is language used. Charming family life with well bred children of many nations—an international atmosphere—excellent experience for American child. Boys and girls 5 to 16. Special tutoring, regular study, or rest and recreation only. Not expensive, but everything of the best. Open year round. Send for catalog and names of our U. S. clientele. Address: Zitting, 1931 Graybar Building, New York.

**The Fontaine School Cannes France**

A school of established standards on Mediterranean coast. Sports. Intensive French. Junior Group. College prep. Finishing. Music, Art, Travel. Day dept. Paris branch. Miss Fontaine, Villa Montmorency, Cannes, France, or 22 Park Avenue, N. Y. C.

**BRILLANTMONT**

Institution Heubi, Lausanne, Switzerland An international enrollment limited to 150 girls. French, Art, Music, languages, Home Economics. Preparation for College Boards. Fees revised. Mrs. A. V. Hawkins, Venture Farm, Syosset, L. I.

**A TRAVEL-STUDY YEAR ABROAD**

A finishing year for small group of girls. Oct. 1933—May 1934 (7 months). By cruise, camel and car, train and steamer. Europe, Near East and Africa, including Egypt, Syria, Palestine, Constantinople, Greece, Morocco. 8 countries in Europe including Spain and Italy. For prospectus

ALICE F. DAY, 21 Downing Street, Worcester, Mass.

**LA RUCHE 5, Avenue d'Aligre Chatou, S. & O., France**

A school for girls in a delightful home near the Seine, 15 minutes from Paris. Exceptional opportunity for intensive study of French. Travel and sports. Summer and winter sessions. Catalogue. MISS M. K. FOWLER, Room 502, 19 W. 44th St., N. Y.

The schools advertised in this section will gladly send you their literature.

## SCHOOL ABROAD—BOYS

**PARK LODGE for AMERICAN BOYS**

Pau, France. (Pyrenees foothills) Boys 8-18 prepared for College Boards. Home life. Winter sports. Vacation trips in Sahara. Established 1925. Associated School for Girls. Write directly to Mr. and Mrs. Henry A. Dresser, Founders, at Pau, France. Cable address, Parklodge, Pau, France.

**SOCIAL TRAINING****HENRIETTA ROBINSON SOCIAL COUNSELLOR**

A complete cultural course in social procedure. Private or class instruction. Complete information in Booklet E. Address 545 Fifth Avenue, New York City. Branches in Bedon, Providence and London

## DRAMATIC ARTS

**American Academy of Dramatic Arts**

Founded 1884 by Franklin H. Sargent

THE first and foremost institution for Dramatic and Expressional Training. The instruction furnishes the essential preparation for Directing and Teaching as well as for Acting.

**Teachers' Summer Course**

July 10th to August 18th

Catalog of all Courses from the Secretary

Room 251-F, Carnegie Hall, New York

**ALVIENE SCHOOL OF THE THEATRE**

Graduates: Lee Tracy, Peggy Shannon, Fred Astaire, Una Merkel, Mary Pickford, etc. Drama, Dance, Speech, Musical Comedy, Opera, Personal Development, Culture, Stock Theatre appearances while learning. Catalog, write Irwin, 68 W. 85 St., N. Y.

**FEAGIN SCHOOL OF DRAMATIC ART**

Acting, Directing, Teaching, Talking Pictures, Radio, General Culture, Children's Classes, Day, Evening. Room 435, 316 W. 57th St., New York

**Emerson College of Oratory**

Four-year degree course. Public speaking, radio address, drama, literature, psychology, education. Coed. Summer session 54th year. Harry Seymour Ross, Dean, 30 Huntington Avenue, Boston, Mass.

**LELAND POWERS SCHOOL OF THE THEATRE**

Send for illustrated catalogue, Dept. V. Mrs. Leland Powers, Prin., 31 Evans Way, Boston, Mass.

Are you miscast in life? Vocational training at the proper time would have saved you. Many fine vocational schools advertise regularly in Vogue.

**SECRETARIAL TRAINING****KATHARINE GIBBS SECRETARIAL EXECUTIVE ACADEMIC**

Two-Year Course—First year six collegiate subjects; second year intensive secretarial training. One-Year Course of broad business training. Special Course for College Women—special schedule, special instruction. Catalog: Dean.

New York Boston Providence  
247 Park Ave., 90 Marlborough St., 155 Angel St., Day and Resident Schools in New York and Boston

**SCUDDER SCHOOL**

For High School graduates and College students. Secretarial, executive, cultural. "1-yr. intensive," "2-yr. comprehensive." Social Welfare course with supervised field work. Day, boarding. Catalog. Miss T. M. Scudder, 66 Fifth Ave., N. Y. C.

**MISS CONKLIN'S SECRETARIAL SCHOOL**

105 West 40th St. New York

**PACKARD SCHOOL**

Complete Secretarial, General, Business and Accounting Courses. Co-educational for students of college and high school grade. For catalog write: DEAN, 253 Lexington Ave., New York, N. Y.

**C. F. YOUNG SCHOOL**

For girls. Superior secretarial training in intensive course—working knowledge in 12 weeks. Individual instruction. Moderate tuition. Established 1884. 10 min. from Wall St. Booklet. (MAIN 4-0793.) Box V, 24 Sidney Place, Brooklyn Heights, N. Y. C.

**Littlest Secretarial School**

(Every Graduate an Expert) SECRETARIES—with unlimited future—Court Reporters—high salary to start—Civil Service—fine Gov't positions—

160 East 48th St., N. Y. City Wickerham 2-7190

**Commercial Ed. at Beaver**

Suburb of Phila. B.S. degree in 4 years. Course prepares women to teach or practice stenography, bookkeeping, etc. Convenient practice teaching facilities. Teachers' certificates. Moderate rates. Catalog. Beaver College, Box V, Jenkintown, Pa.

THESE SCHOOLS & CAMPS WILL GIVE SPECIAL CONSIDERATION TO LETTERS FROM READERS WHO MENTION VOGUE

## APPLIED ARTS



## FASHION ACADEMY

Recognized the world over as the finest school of its kind

## COSTUME DESIGN • STYLING FOR TRADE, SCREEN AND STAGE

Individual specialized training under

EMIL ALVIN HARTMAN

America's foremost style instructor and authority

Personal analysis of each student's requirements.

Booklet 5 on request.

16 EAST 52nd STREET at FIFTH AVE.  
New York • Plaza 3-1844 • Paris

## TRAPHAGEN SCHOOL OF FASHION

1680 BROADWAY [near 52d St.] NEW YORK

Intensive Six Weeks' Summer Course under the personal direction of Ethel Traphagen, the author of "Costume Design and Illustration" (new edition). All phases of costume design and illustration, sketching, styling, fashion forecasting, textile, stage design, pattern-making, dressmaking, millinery, etc., taught in shortest time consistent with thoroughness. Day and Evening, Saturday courses for Adults and Children. Credits given. Our Sales Department disposes of students' work. Every member of advanced classes often placed by our free Placement Bureau. Send for Circular V or telephone COL 5-2077. In First Arnold, Constable & Co. Costume Design Competition over 100 schools and nearly 800 students took part; all prizes awarded to our pupils with exception of one of five third prizes; in latest contest Traphagen students won all awards as well as all Costume awards in Persian Competition held by Brooklyn Museum, and two 1st Prizes and one 2d Prize out of the four prizes offered in National Silk Exposition; also 1st Prize in Beaux Arts Ball Contest sponsored by Art Alliance of America. INVESTIGATE BEFORE REGISTERING ELSEWHERE

McDOWELL SCHOOL  
COSTUME DESIGN  
MILLINERY DRESSMAKING

Excellent Practical Courses both Elementary and Advanced with Expert Individual Instruction. Best Known School for Actual Trade Work. Regents' Charter. Est. 1876. Catalogue.

Summer Courses

71 West 45th St., N. Y. C. BRyant 9-3085

## INTERIOR DECORATION

Six Weeks Practical Course  
Period and Modern Styles, Furniture, Color Schemes, Draperies, Wall Treatments. Cultural or Professional Courses  
Resident Day Classes start July 5th. Send for Catalog G-R  
Home Study Course starts at once. Send for Catalog G-K

New York School of Interior Decoration  
378 Madison Avenue • New York City

## CHAMBERLAIN SCHOOL

For Unique Vocations Allied To Art  
One and two year courses preparing girls to be buyers, fashion advisers, shopping counselors, home renovation specialists—or successful home makers. Faculty with practical experience. Field work in leading stores. Write for catalog.

MRS. ELSIE K. CHAMBERLAIN  
736 Boylston Street Boston, Mass.

## EXCEPTIONAL CHILDREN

BANCROFT SCHOOL  
PROGRESS FOR THE RETARDED CHILD  
Instruction, out-door life, play and medical care combined. Modern Equipment. Resident physician. Summer camp in Maine. Box 345, Haddonfield, New Jersey.

## The WOODS School

For Exceptional Children Three Separate Schools  
GIRLS BOYS LITTLE FOLKS  
Camp with Tutoring. Booklet, Box 169, Langhorne, Pa.  
Mrs. Mollie Woods Hare, Principal

STANDISH MANOR  
A happy home school for backward girls. Individual instruction. Delightful location. Out-of-door and water sports. Write for catalog: Alice M. Myers, Principal; Hazel G. Cullingford, Ass't Principal, Box 18, Halifax, Mass.

PERKINS SCHOOL OF ADJUSTMENT  
Scientific Understanding and Education of Children of Retarded Development. Unsurpassed Home and School Equipment. 72 Acres. Medical Direction. Franklin H. Perkins, M.D., Box 57, Lancaster, Mass.

THESE SCHOOLS & CAMPS WILL GIVE SPECIAL CONSIDERATION TO LETTERS FROM READERS WHO MENTION VOGUE

## FINE AND APPLIED ARTS



## GRAND CENTRAL SCHOOL OF ART

ESTABLISHED by successful modern artists to develop individual talent. Courses in Drawing, Painting, Sculpture, Illustration, Advertising Illustration, General and Commercial Design, Costume Design and Interior Decoration. Summer sessions in New York City and Provincetown.

Catalogue on Request  
7002 GRAND CENTRAL TERMINAL  
NEW YORK CITY

NEW YORK SCHOOL OF  
FINE & APPLIED ART

(Parsons) William M. Odom, President

REGISTER NOW FOR AUTUMN SEASON

Professional Training in Interior Architecture & Decoration, Costume Design & Illustration, Graphic Advertising, Teacher Training, etc.  
Address Box V, 2239 Broadway, New York

## Phoenix Art Institute

Pent House Studios with ample north light. Study Fine Arts, Commercial Art, Illustration and Sculpture with outstanding artists—Booth, Fogarty, Biggs, Stevenson. Day and Evening. Beginners and advanced. Summer term. Bulletin V. 350 Madison Ave., N. Y. C.

## N. Y. SCHOOL OF DESIGN

Founded 1897 by Douglas John Connah. Commercial, Costume and Textile Design. Interior Decoration, Illustration and the Fine Arts. Day and evening classes. Enroll now! Catalog V. 623 Madison Ave., New York City. Phone Vo-5-1926.

SCHOOL OF THE BOSTON  
MUSEUM OF FINE ARTS

Drawing—Painting—Sculpture—Metal Work—Industrial Design. Resident and Traveling Scholarships. Write for Catalog of the 57th Year  
236 Fenway Boston, Massachusetts

## VESPER GEORGE

School of Art 300 Students  
BOSTON SUMMER SCHOOL  
42-44 St. Botolph St., Boston, Mass.

CHILD & WALKER  
SCHOOL OF FINE ARTS

(Formerly School of Fine Arts)  
Drawing, painting, design, etc. Catalog on request.  
Box V, 234 Beacon St., Boston, Mass.

## MARYLAND INSTITUTE

Baltimore, Md.  
SUMMER SCHOOL  
Courses in Fine Arts, Clay Modeling, Methods, Lettering and Poster Design, Crafts, Costume Design, General Design. Catalogs on request.

SUMMER COURSES USING  
A CENTURY OF PROGRESS  
IN TIMELY ART SUBJECTS

July 3 to Aug. 25

CHICAGO ACADEMY OF FINE ARTS  
18 SOUTH MICHIGAN AVE. • • CHICAGO

## ARTS

KING-SMITH  
STUDIO SCHOOL  
OF WASHINGTON and PARIS

Music, Dancing, Dramatics, Languages, Literature, Art, Residential. Mr. & Mrs. August King-Smith, Directors, 1739 New Hampshire Ave., Washington, D. C.

## EXCEPTIONAL CHILDREN

The Mary E. Pogue School and Sanitarium

Wheaton, Illinois Founded 1903

For children and young people needing individual instruction. Special training. Medical supervision. Trained nurses. College trained faculty. Home atmosphere. 25-acre estate. Gratifying results. Many students have continued work in academic schools.



Refreshing... no matter how hot the day... this captivating sandal has cool comfort hidden in every stitch. Its smart purpose is to keep you fresh and gay... its light, airy grace is a safeguard against fatigue.

The LOTUS ... Style L-21 \$850 and \$10

Florsheim  
Shoes for Women

THE FLORSHEIM SHOE COMPANY, Manufacturers, CHICAGO

## How to Order Vogue Patterns by Mail

Vogue Patterns may be ordered by mail from any of their distributors; or from Vogue Pattern Service, Greenwich, Conn., or from 1196 The Merchandise Mart, Chicago, Ill., or 523 Mission Street, San Francisco, California. In Canada, 360 Adelaide Street W., Toronto, Ontario.

Please state the full pattern number. When ordering skirts give both waist and hip measure. When ordering misses' or children's designs, state age.

Vogue does not make provision for charge accounts or C.O.D. delivery. When ordering please enclose cheque, money order or stamps. Remittances should be made out to the store or office from which you order.

## PRICES OF VOGUE PATTERNS

S-3636	...	...	\$1.	6356	...	...	\$ .75
S-3637	...	...	1.	6357	...	...	.75
S-3638	...	...	1.	6358	...	...	.75
S-3639	...	...	1.	6359	...	...	.50
S-3640	...	...	1.	6361	...	...	.50
S-3641	...	...	1.	6362	...	...	.25
6291	...	...	.25	6364	...	...	.50
6355	...	...	.50	6367	...	...	.50

In Canada all 25 cent patterns are priced at 30 cents, and all 50 cent patterns are priced at 55 cents.

## LOOK LONG AT THESE - YE WOMEN WHO SEW

Any woman who wields a needle (or has a trusty seamstress) should hie herself to any of the shops listed here, choose some of the devastating new fabrics - and start on a sewing spree. The sum total will be moderate enough, goodness knows, and she'll have the exhilaration that only new clothes can provide.

Somewhat formal - but not "dressy". #6355.  
Sizes 12 to 20; 30 to 38.  
50¢



7/8 Coat, loose and smart.  
Good dress, too. Vogue  
Special Pattern S-3636.  
Sizes 34 - 42. \$1.

**ALABAMA**  
BIRMINGHAM  
Pizitz, Burger-Phillips Co.  
**MONTGOMERY**  
Montgomery Fair  
**TUSCALOOSA**  
Louis Wiesel, Inc.  
**ARIZONA**  
PHOENIX  
Korrick's Dry Goods Company  
**TUCSON**  
Albert Steinfeld & Company  
**ARKANSAS**  
LITTLE ROCK  
The Gus Bass Co.  
**CALIFORNIA**  
ALAMEDA  
Konigshofer's  
ALHAMBRA  
Krause's Department Store  
BAKERSFIELD  
Malcolm Brock Co., Redlich Mercantile Co.  
BERKELEY  
J. F. Hink & Son, Incorporated  
BURLINGAME  
Levy Bros.  
FRESNO  
Radin & Kamp, Inc., Cooper's  
GLENDALE  
H. S. Webb & Co.  
HOLLYWOOD  
Robertson's, The Broadway Hollywood  
LONG BEACH  
Buffums', The May Company, Broadway Department Store, Incorporated  
LOS ANGELES  
J. W. Robinson Co., Bullock's, The May Company, Broadway Department Store, Incorporated  
MODESTO  
Latz's Dept. Store  
OAKLAND  
The H. C. Capwell Company, Capwell, Sullivan & Furt, B. F. Schlesinger & Son, Incorporated  
PALO ALTO  
J. F. Hink & Son, Incorporated  
PASADENA  
Dunning's Silk Store  
POMONA  
Orange Belt Emporium

**CALIF. (Cont.)**  
RIVERSIDE  
G. Rouse & Co.  
**SACRAMENTO**  
Weinstock Lubin & Company, Hale Bros., Inc., 9th & K Sts.  
**SAN BERNARDINO**  
The Harris Company  
**SAN DIEGO**  
The Marston Company, Dunning's Silk Store  
**SAN FRANCISCO**  
The White House, Raphael Weill & Co., City of Paris, The Emporium, O'Connor, Moffatt & Company  
**SAN JOSE**  
O. A. Hale & Co.  
**SAN MATEO**  
Levy Bros.  
**SAN RAFAEL**  
Albert's, Inc.  
**SANTA ANA**  
Rankin Dry Goods Company  
**SANTA BARBARA**  
Trenwith's, Inc.  
**SANTA MONICA**  
H. C. Hershey Co.  
**SANTA ROSA**  
The White House, W. R. Carithers & Sons, Incorporated  
**STOCKTON**  
Smith & Lang  
**COLORADO**  
BOULDER  
The White-Davis Mercantile Company  
**COLORADO SPRINGS**  
Giddings, Inc.  
**DENVER**  
The Joslin Dry Goods Company, The Denver Dry Goods Company, Daniels & Fisher, The May Co.  
**CONNECTICUT**  
BRIDGEPORT  
The D. M. Read Co.  
**DANBURY**  
John McLean, Inc.  
**GREENWICH**  
The Charles N. Mead Company  
**HARTFORD**  
Sage-Allen & Co., Incorporated, G. Fox & Company  
**MERIDEN**  
The Ives, Upsham & Rand Company

**CONN. (Cont.)**  
MIDDLETON  
The James H. Bunce Company  
**NEW BRITAIN**  
Davidson & Leventhal  
**NEW HAVEN**  
The Edw. Malley Co.  
**SOUTH**  
MANCHESTER  
Cheney Brothers  
**STAMFORD**  
The C. O. Miller Co.  
**WATERBURY**  
The Miller & Peck Company  
**DELAWARE**  
WILMINGTON  
Crosby & Hill Co.  
**DISTRICT OF COLUMBIA**  
**WASHINGTON**  
Woodward & Lothrop, Lansburgh & Bro., S. Kann Sons Co.  
**FLORIDA**  
JACKSONVILLE  
Cohen Bros.  
**LAKELAND**  
The Silk Shoppe  
**MIAMI**  
Burdine's, Inc.  
**ORLANDO**  
Dickson-Ives Co.  
**ST. PETERSBURG**  
The Wilson Chase Company  
**TAMPA**  
Maas Brothers, O. Falk's Department Store  
**FLORIDA**  
JACKSONVILLE  
Cohen Bros.  
**LAKELAND**  
The Silk Shoppe  
**MIAMI**  
Burdine's, Inc.  
**ORLANDO**  
Dickson-Ives Co.  
**ST. PETERSBURG**  
The Wilson Chase Company  
**TAMPA**  
Maas Brothers, O. Falk's Department Store  
**COLORADO**  
BOULDER  
The White-Davis Mercantile Company  
**COLORADO SPRINGS**  
Giddings, Inc.  
**DENVER**  
The Joslin Dry Goods Company, The Denver Dry Goods Company, Daniels & Fisher, The May Co.  
**CONNECTICUT**  
BRIDGEPORT  
The D. M. Read Co.  
**DANBURY**  
John McLean, Inc.  
**GREENWICH**  
The Charles N. Mead Company  
**HARTFORD**  
Sage-Allen & Co., Incorporated, G. Fox & Company  
**MERIDEN**  
The Ives, Upsham & Rand Company

**ILLINOIS**  
BLOOMINGTON  
Mayer Livingston & Company  
**CHAMPAIGN**  
G. C. Willis  
**CHICAGO**  
Carson Pirie Scott and Company, Marshall Field & Company, Chas. A. Stevens & Brothers, Zax Brothers, 1307-09 E. 63rd Street  
**DANVILLE**  
Straus & Louis Company  
**DECATUR**  
William Gushard Company  
**ELGIN**  
Ackermann Bros.  
**EVANSTON**  
Lord's, Marshall Field & Company  
**FREEPORT**  
F. A. Read Co.  
**OAK PARK**  
Marshall Field & Company  
**FLORIDA**  
The Globe Department Store  
**INDIANA**  
BLOOMINGTON  
Breeden & Co.  
**EVANSVILLE**  
John F. Stephens, Incorporated  
**INDIANAPOLIS**  
L. S. Ayres & Co., H. P. Wasson and Company  
**MACON**  
The Union Dry Goods Company  
**AUGUSTA**  
J. B. White & Co.  
**COLUMBUS**  
J. A. Kirven Co.  
**MASSACHUSETTS**  
ATTLEBORO  
Fine's  
**MAINE**  
PORTLAND  
Porteous, Mitchell & Braun Co.  
**MARYLAND**  
BALTIMORE  
Hutzler Brothers Co., O'Neill & Company, Incorporated, Stewart & Co., Hochschild, Kohn & Company  
**INDIANA**  
BLOOMINGTON  
Breeden & Co.  
**EVANSVILLE**  
John F. Stephens, Incorporated  
**INDIANAPOLIS**  
L. S. Ayres & Co., H. P. Wasson and Company  
**MACON**  
The Union Dry Goods Company  
**AUGUSTA**  
J. B. White & Co.  
**COLUMBUS**  
J. A. Kirven Co.  
**MASSACHUSETTS**  
ATTLEBORO  
Fine's  
**MAINE**  
PORTLAND  
Porteous, Mitchell & Braun Co.  
**MARYLAND**  
BALTIMORE  
Hutzler Brothers Co., O'Neill & Company, Incorporated, Stewart & Co., Hochschild, Kohn & Company  
**GEORGIA**  
ALBANY  
R. L. Jones Co.  
**ATLANTA**  
Davidson-Paxon Co., Rich's, Inc.  
**MACON**  
The Union Dry Goods Company  
**AUGUSTA**  
J. B. White & Co.  
**COLUMBUS**  
J. A. Kirven Co.  
**MACON**  
The Union Dry Goods Company  
**SAVANNAH**  
Morrison-Sullivan Dry Goods Co.  
**IDAHO**  
BOISE  
The Falk Merc. Co.

**ILLINOIS**  
DEN MOINES  
Younker Brothers, Incorporated  
**KANSAS**  
HUTCHINSON  
The Pegues-Wright Company  
**LAWRENCE**  
Weavers  
**TOPEKA**  
The Crosby Brothers Company  
**WICHITA**  
The Geo. Innes Co.  
**KENTUCKY**  
FRANKFORT  
W. S. Farmer & Son  
**LEXINGTON**  
Wolf-Wile Co.  
**LOUISVILLE**  
The Stewart Dry Goods Company  
**PADUCAH**  
The E. Guthrie Co.  
**LOUISIANA**  
MONROE  
Masur Bros.  
**NEW ORLEANS**  
D. H. Holmes Co., Limited  
**MAINE**  
PORTLAND  
Porteous, Mitchell & Braun Co.  
**MARYLAND**  
BALTIMORE  
Hutzler Brothers Co., O'Neill & Company, Incorporated, Stewart & Co., Hochschild, Kohn & Company  
**INDIANA**  
BLOOMINGTON  
Breeden & Co.  
**EVANSVILLE**  
John F. Stephens, Incorporated  
**INDIANAPOLIS**  
L. S. Ayres & Co., H. P. Wasson and Company  
**MACON**  
The Union Dry Goods Company  
**AUGUSTA**  
J. B. White & Co.  
**COLUMBUS**  
J. A. Kirven Co.  
**MASSACHUSETTS**  
ATTLEBORO  
Fine's  
**MAINE**  
PORTLAND  
Porteous, Mitchell & Braun Co.  
**MARYLAND**  
BALTIMORE  
Hutzler Brothers Co., O'Neill & Company, Incorporated, Stewart & Co., Hochschild, Kohn & Company  
**GEORGIA**  
ALBANY  
R. L. Jones Co.  
**ATLANTA**  
Davidson-Paxon Co., Rich's, Inc.  
**MACON**  
The Union Dry Goods Company  
**AUGUSTA**  
J. B. White & Co.  
**COLUMBUS**  
J. A. Kirven Co.  
**MASSACHUSETTS**  
ATTLEBORO  
Fine's  
**MAINE**  
PORTLAND  
Porteous, Mitchell & Braun Co.  
**MARYLAND**  
BALTIMORE  
Hutzler Brothers Co., O'Neill & Company, Incorporated, Stewart & Co., Hochschild, Kohn & Company  
**GEORGIA**  
ALBANY  
R. L. Jones Co.  
**ATLANTA**  
Davidson-Paxon Co., Rich's, Inc.  
**MACON**  
The Union Dry Goods Company  
**AUGUSTA**  
J. B. White & Co.  
**COLUMBUS**  
J. A. Kirven Co.  
**MASSACHUSETTS**  
ATTLEBORO  
Fine's  
**MAINE**  
PORTLAND  
Porteous, Mitchell & Braun Co.  
**MARYLAND**  
BALTIMORE  
Hutzler Brothers Co., O'Neill & Company, Incorporated, Stewart & Co., Hochschild, Kohn & Company  
**GEORGIA**  
ALBANY  
R. L. Jones Co.  
**ATLANTA**  
Davidson-Paxon Co., Rich's, Inc.  
**MACON**  
The Union Dry Goods Company  
**AUGUSTA**  
J. B. White & Co.  
**COLUMBUS**  
J. A. Kirven Co.  
**MASSACHUSETTS**  
ATTLEBORO  
Fine's  
**MAINE**  
PORTLAND  
Porteous, Mitchell & Braun Co.  
**MARYLAND**  
BALTIMORE  
Hutzler Brothers Co., O'Neill & Company, Incorporated, Stewart & Co., Hochschild, Kohn & Company  
**GEORGIA**  
ALBANY  
R. L. Jones Co.  
**ATLANTA**  
Davidson-Paxon Co., Rich's, Inc.  
**MACON**  
The Union Dry Goods Company  
**AUGUSTA**  
J. B. White & Co.  
**COLUMBUS**  
J. A. Kirven Co.  
**MASSACHUSETTS**  
ATTLEBORO  
Fine's  
**MAINE**  
PORTLAND  
Porteous, Mitchell & Braun Co.  
**MARYLAND**  
BALTIMORE  
Hutzler Brothers Co., O'Neill & Company, Incorporated, Stewart & Co., Hochschild, Kohn & Company  
**GEORGIA**  
ALBANY  
R. L. Jones Co.  
**ATLANTA**  
Davidson-Paxon Co., Rich's, Inc.  
**MACON**  
The Union Dry Goods Company  
**AUGUSTA**  
J. B. White & Co.  
**COLUMBUS**  
J. A. Kirven Co.  
**MASSACHUSETTS**  
ATTLEBORO  
Fine's  
**MAINE**  
PORTLAND  
Porteous, Mitchell & Braun Co.  
**MARYLAND**  
BALTIMORE  
Hutzler Brothers Co., O'Neill & Company, Incorporated, Stewart & Co., Hochschild, Kohn & Company  
**GEORGIA**  
ALBANY  
R. L. Jones Co.  
**ATLANTA**  
Davidson-Paxon Co., Rich's, Inc.  
**MACON**  
The Union Dry Goods Company  
**AUGUSTA**  
J. B. White & Co.  
**COLUMBUS**  
J. A. Kirven Co.  
**MASSACHUSETTS**  
ATTLEBORO  
Fine's  
**MAINE**  
PORTLAND  
Porteous, Mitchell & Braun Co.  
**MARYLAND**  
BALTIMORE  
Hutzler Brothers Co., O'Neill & Company, Incorporated, Stewart & Co., Hochschild, Kohn & Company  
**GEORGIA**  
ALBANY  
R. L. Jones Co.  
**ATLANTA**  
Davidson-Paxon Co., Rich's, Inc.  
**MACON**  
The Union Dry Goods Company  
**AUGUSTA**  
J. B. White & Co.  
**COLUMBUS**  
J. A. Kirven Co.  
**MASSACHUSETTS**  
ATTLEBORO  
Fine's  
**MAINE**  
PORTLAND  
Porteous, Mitchell & Braun Co.  
**MARYLAND**  
BALTIMORE  
Hutzler Brothers Co., O'Neill & Company, Incorporated, Stewart & Co., Hochschild, Kohn & Company  
**GEORGIA**  
ALBANY  
R. L. Jones Co.  
**ATLANTA**  
Davidson-Paxon Co., Rich's, Inc.  
**MACON**  
The Union Dry Goods Company  
**AUGUSTA**  
J. B. White & Co.  
**COLUMBUS**  
J. A. Kirven Co.  
**MASSACHUSETTS**  
ATTLEBORO  
Fine's  
**MAINE**  
PORTLAND  
Porteous, Mitchell & Braun Co.  
**MARYLAND**  
BALTIMORE  
Hutzler Brothers Co., O'Neill & Company, Incorporated, Stewart & Co., Hochschild, Kohn & Company  
**GEORGIA**  
ALBANY  
R. L. Jones Co.  
**ATLANTA**  
Davidson-Paxon Co., Rich's, Inc.  
**MACON**  
The Union Dry Goods Company  
**AUGUSTA**  
J. B. White & Co.  
**COLUMBUS**  
J. A. Kirven Co.  
**MASSACHUSETTS**  
ATTLEBORO  
Fine's  
**MAINE**  
PORTLAND  
Porteous, Mitchell & Braun Co.  
**MARYLAND**  
BALTIMORE  
Hutzler Brothers Co., O'Neill & Company, Incorporated, Stewart & Co., Hochschild, Kohn & Company  
**GEORGIA**  
ALBANY  
R. L. Jones Co.  
**ATLANTA**  
Davidson-Paxon Co., Rich's, Inc.  
**MACON**  
The Union Dry Goods Company  
**AUGUSTA**  
J. B. White & Co.  
**COLUMBUS**  
J. A. Kirven Co.  
**MASSACHUSETTS**  
ATTLEBORO  
Fine's  
**MAINE**  
PORTLAND  
Porteous, Mitchell & Braun Co.  
**MARYLAND**  
BALTIMORE  
Hutzler Brothers Co., O'Neill & Company, Incorporated, Stewart & Co., Hochschild, Kohn & Company  
**GEORGIA**  
ALBANY  
R. L. Jones Co.  
**ATLANTA**  
Davidson-Paxon Co., Rich's, Inc.  
**MACON**  
The Union Dry Goods Company  
**AUGUSTA**  
J. B. White & Co.  
**COLUMBUS**  
J. A. Kirven Co.  
**MASSACHUSETTS**  
ATTLEBORO  
Fine's  
**MAINE**  
PORTLAND  
Porteous, Mitchell & Braun Co.  
**MARYLAND**  
BALTIMORE  
Hutzler Brothers Co., O'Neill & Company, Incorporated, Stewart & Co., Hochschild, Kohn & Company  
**GEORGIA**  
ALBANY  
R. L. Jones Co.  
**ATLANTA**  
Davidson-Paxon Co., Rich's, Inc.  
**MACON**  
The Union Dry Goods Company  
**AUGUSTA**  
J. B. White & Co.  
**COLUMBUS**  
J. A. Kirven Co.  
**MASSACHUSETTS**  
ATTLEBORO  
Fine's  
**MAINE**  
PORTLAND  
Porteous, Mitchell & Braun Co.  
**MARYLAND**  
BALTIMORE  
Hutzler Brothers Co., O'Neill & Company, Incorporated, Stewart & Co., Hochschild, Kohn & Company  
**GEORGIA**  
ALBANY  
R. L. Jones Co.  
**ATLANTA**  
Davidson-Paxon Co., Rich's, Inc.  
**MACON**  
The Union Dry Goods Company  
**AUGUSTA**  
J. B. White & Co.  
**COLUMBUS**  
J. A. Kirven Co.  
**MASSACHUSETTS**  
ATTLEBORO  
Fine's  
**MAINE**  
PORTLAND  
Porteous, Mitchell & Braun Co.  
**MARYLAND**  
BALTIMORE  
Hutzler Brothers Co., O'Neill & Company, Incorporated, Stewart & Co., Hochschild, Kohn & Company  
**GEORGIA**  
ALBANY  
R. L. Jones Co.  
**ATLANTA**  
Davidson-Paxon Co., Rich's, Inc.  
**MACON**  
The Union Dry Goods Company  
**AUGUSTA**  
J. B. White & Co.  
**COLUMBUS**  
J. A. Kirven Co.  
**MASSACHUSETTS**  
ATTLEBORO  
Fine's  
**MAINE**  
PORTLAND  
Porteous, Mitchell & Braun Co.  
**MARYLAND**  
BALTIMORE  
Hutzler Brothers Co., O'Neill & Company, Incorporated, Stewart & Co., Hochschild, Kohn & Company  
**GEORGIA**  
ALBANY  
R. L. Jones Co.  
**ATLANTA**  
Davidson-Paxon Co., Rich's, Inc.  
**MACON**  
The Union Dry Goods Company  
**AUGUSTA**  
J. B. White & Co.  
**COLUMBUS**  
J. A. Kirven Co.  
**MASSACHUSETTS**  
ATTLEBORO  
Fine's  
**MAINE**  
PORTLAND  
Porteous, Mitchell & Braun Co.  
**MARYLAND**  
BALTIMORE  
Hutzler Brothers Co., O'Neill & Company, Incorporated, Stewart & Co., Hochschild, Kohn & Company  
**GEORGIA**  
ALBANY  
R. L. Jones Co.  
**ATLANTA**  
Davidson-Paxon Co., Rich's, Inc.  
**MACON**  
The Union Dry Goods Company  
**AUGUSTA**  
J. B. White & Co.  
**COLUMBUS**  
J. A. Kirven Co.  
**MASSACHUSETTS**  
ATTLEBORO  
Fine's  
**MAINE**  
PORTLAND  
Porteous, Mitchell & Braun Co.  
**MARYLAND**  
BALTIMORE  
Hutzler Brothers Co., O'Neill & Company, Incorporated, Stewart & Co., Hochschild, Kohn & Company  
**GEORGIA**  
ALBANY  
R. L. Jones Co.  
**ATLANTA**  
Davidson-Paxon Co., Rich's, Inc.  
**MACON**  
The Union Dry Goods Company  
**AUGUSTA**  
J. B. White & Co.  
**COLUMBUS**  
J. A. Kirven Co.  
**MASSACHUSETTS**  
ATTLEBORO  
Fine's  
**MAINE**  
PORTLAND  
Porteous, Mitchell & Braun Co.  
**MARYLAND**  
BALTIMORE  
Hutzler Brothers Co., O'Neill & Company, Incorporated, Stewart & Co., Hochschild, Kohn & Company  
**GEORGIA**  
ALBANY  
R. L. Jones Co.  
**ATLANTA**  
Davidson-Paxon Co., Rich's, Inc.  
**MACON**  
The Union Dry Goods Company  
**AUGUSTA**  
J. B. White & Co.  
**COLUMBUS**  
J. A. Kirven Co.  
**MASSACHUSETTS**  
ATTLEBORO  
Fine's  
**MAINE**  
PORTLAND  
Porteous, Mitchell & Braun Co.  
**MARYLAND**  
BALTIMORE  
Hutzler Brothers Co., O'Neill & Company, Incorporated, Stewart & Co., Hochschild, Kohn & Company  
**GEORGIA**  
ALBANY  
R. L. Jones Co.  
**ATLANTA**  
Davidson-Paxon Co., Rich's, Inc.  
**MACON**  
The Union Dry Goods Company  
**AUGUSTA**  
J. B. White & Co.  
**COLUMBUS**  
J. A. Kirven Co.  
**MASSACHUSETTS**  
ATTLEBORO  
Fine's  
**MAINE**  
PORTLAND  
Porteous, Mitchell & Braun Co.  
**MARYLAND**  
BALTIMORE  
Hutzler Brothers Co., O'Neill & Company, Incorporated, Stewart & Co., Hochschild, Kohn & Company  
**GEORGIA**  
ALBANY  
R. L. Jones Co.  
**ATLANTA**  
Davidson-Paxon Co., Rich's, Inc.  
**MACON**  
The Union Dry Goods Company  
**AUGUSTA**  
J. B. White & Co.  
**COLUMBUS**  
J. A. Kirven Co.  
**MASSACHUSETTS**  
ATTLEBORO  
Fine's  
**MAINE**  
PORTLAND  
Porteous, Mitchell & Braun Co.  
**MARYLAND**  
BALTIMORE  
Hutzler Brothers Co., O'Neill & Company, Incorporated, Stewart & Co., Hochschild, Kohn & Company  
**GEORGIA**  
ALBANY  
R. L. Jones Co.  
**ATLANTA**  
Davidson-Paxon Co., Rich's, Inc.  
**MACON**  
The Union Dry Goods Company  
**AUGUSTA**  
J. B. White & Co.  
**COLUMBUS**  
J. A. Kirven Co.  
**MASSACHUSETTS**  
ATTLEBORO  
Fine's  
**MAINE**  
PORTLAND  
Porteous, Mitchell & Braun Co.  
**MARYLAND**  
BALTIMORE  
Hutzler Brothers Co., O'Neill & Company, Incorporated, Stewart & Co., Hochschild, Kohn & Company  
**GEORGIA**  
ALBANY  
R. L. Jones Co.  
**ATLANTA**  
Davidson-Paxon Co., Rich's, Inc.  
**MACON**  
The Union Dry Goods Company  
**AUGUSTA**  
J



**NEW YORK (Cont.)**  
POUGHKEEPSIE  
Lucky, Platt & Co.  
ROCHESTER  
McCurdy & Company  
Incorporated,  
Sibley, Lindsay &  
Curt Company  
RYE  
H. D. Halahan  
SCARSDALE  
The Chas. N. Mead  
Co.  
(Mead's-Scarsdale)  
SCHENECTADY  
H. S. Barney Co.  
SYRACUSE  
Dey Brothers & Co.  
TROY  
G. V. S. Quacken-  
bush & Company  
UTICA  
The Fitzgerald Silk  
Shop, Incorporated  
WATERPORT  
Smith & Percy, Inc.  
YONKERS  
Marshall Matheson  
Company

**NORTH CAROLINA**  
ASHEVILLE  
Bon Marché, Inc.  
CHARLOTTE  
J. B. Ivey & Co.  
DURHAM  
Elliott Stone & Co.  
GREENSBORO  
Elliott, Stone & Co.  
RALEIGH  
Boylan Pearce Co.  
WILMINGTON  
Belk-Williams Co.  
WINSTON-SALEM  
Ideal Dry Goods Co

**NORTH DAKOTA**  
GRAND FORKS  
R. B. Griffith Co.

**OHIO**  
AKRON  
The A. Polsky Co.,  
The M. O'Neill Co.  
ALLIANCE  
Spring-Holzwarth  
CINCINNATI  
H. & S. Pogue Co.,  
The John Shillito Co.  
CLEVELAND  
The Halle Bros. Co.,  
The Litigbee Company,  
The Wm. Taylor Son  
& Company  
COLL MBS  
The F. & R. Lazarus  
& Company

**OHIO (Cont.)**  
DAYTON  
The Rike-Kumler Co.  
LANCASTER  
Chas. P. Wiseman &  
Company  
LIMA  
R. T. Gregg & Co.  
NEWARK  
John J. Carroll  
TOLEDO  
The Lasalle & Koch  
Company  
The Lamson Bros. Co.  
YOUNGSTOWN  
The G. M. McKelvey  
Company  
The Strauss-Hirsh-  
berg Company

**OKLAHOMA**  
OKLAHOMA CITY  
The Kerr Dry Goods  
Company  
TULSA  
The Brown-Dunkin  
Dry Goods Company,  
The Vandever Dry  
Goods Co., Inc.

**OREGON**  
EUGENE  
McMoran & Wash-  
burne

**PENNSYLVANIA**  
ALLENSTOWN  
Hess Brothers  
ALTOONA  
The Wm. F. Gable  
Company  
ARDMORE  
Strawbridge &  
Clothier

**TEXAS (Cont.)**  
JENKINTOWN  
Strawbridge &  
Clothier  
LANCASTER  
Hager & Brothers  
NEW CASTLE  
The Strauss-Hirsh-  
berg Company  
PHILADELPHIA  
John Wanamaker,  
Strawbridge & Cloth-  
ier  
Gimbels Brothers  
PITTSBURGH  
Joseph Horne Co.,  
Kaufman's,  
Boggs & Buhl,  
Gimbels Brothers  
READING  
Pomeroy's, Inc.  
SCRANTON  
Scranton Dry Goods  
Company  
SHARON  
The Sharon Store  
WILKES-BARRE  
The Isaac Long Store  
WILLIAMSPORT  
L. L. Stearns & Sons  
YORK  
Charles H. Bear &  
Company

**TEXAS (Cont.)**  
BURLINGTON  
F. D. Abernethy, Inc.  
UTAH  
SALT LAKE CITY  
Zion's Co-operative  
Mercantile Institu-  
tion  
VERMONT  
BURLINGTON  
F. D. Abernethy, Inc.  
VIRGINIA  
DANVILLE  
L. Herman  
LYNCHBURG  
D. Moses & Co., Inc.  
Guggenheim's, Inc.  
NEWPORT NEWS  
Sol Nachman's De-  
partment Store  
NORFOLK  
Smith & Welton, Inc.  
PETERSBURG  
Rucker Rosenstock  
Incorporated  
RICHMOND  
Thalhimer Bros., Inc.,  
Miller & Rhoads, Inc.  
ROANOKE  
S. H. Helronimus  
Co., Incorporated  
WASHINGTON  
BELLINGHAM  
J. B. Wahl Store  
PULLMAN  
Folgers  
SEATTLE  
The MacDougall &  
Southwick Co.,  
Frederick & Nelson,  
The Bon Marché

**WASH. (Cont.)**  
SPokane  
Whitehouse Co.,  
The Crescent  
TACOMA  
Rhodes Brothers  
WALLA WALLA  
A. M. Jensen Co.  
WEST VIRGINIA  
CHARLESTON  
Coyle & Richardson  
HUNTINGTON  
Anderson-Newcomb  
Company  
PARKERSBURG  
The Surprise Store  
WHEELING  
Stone & Thomas  
WISCONSIN  
APPLETON  
The Pettibone-Pea-  
body Company  
JANESVILLE  
J. M. Bostwick &  
Sons  
KENOSHA  
The Barden Store Co.  
MADISON  
Harry S. Manchester,  
Inc.  
MILWAUKEE  
The Boston Store,  
T. A. Chapman Co.,  
Gimbels Brothers  
RACINE  
Zahn Dry Goods Co.  
WYOMING  
CASPER  
Kasas Dry Goods Co.  
CHEYENNE  
Kasas Dry Goods Co.  
SHERIDAN  
Stevens, Fryberger &  
Company  
PORTO RICO  
SAN JUAN  
P. Guisti & Co., Inc.,  
Calle Allen 27  
CUBA  
HAVANA  
La Isla de Cuba  
(Victor Campa & Co.)  
MEXICO, D. F.  
MEXICO CITY  
Agencia Misrachi  
Avenida Juarez 10—  
Apartado 2130  
NEWFOUNDLAND  
ST. JOHN'S  
James Baird, Limited,  
Baird Buildings

**CANADA**  
ALBERTA  
EDMONTON  
Hudson's Bay Co.  
BRITISH COLUMBIA  
VANCOUVER  
Hudson's Bay Co.  
VICTORIA  
Hudson's Bay Co.  
MANITOBA  
WINNIPEG  
Hudson's Bay Co.,  
The T. Eaton Co.,  
Limited  
NEW BRUNSWICK  
ST. JOHN  
Manchester Robertson  
Allison Limited, 27  
King St.  
NOVA SCOTIA  
HALIFAX  
The Wood Brothers  
Co., Ltd.  
ONTARIO  
HAMILTON  
Finch Brothers, Ltd.,  
29 King St., West.  
The T. Eaton Co.,  
Limited  
LONDON  
Smallman & Ingram,  
Limited, 149-157  
Dundas Street  
OTTAWA  
Murphy-Gamble, Ltd.  
Sparks Street  
ST. CATHARINES  
Canadian Department  
Stores Limited, 17  
St. Paul St.  
TORONTO  
The Robert Simpson  
Company, Limited,  
The T. Eaton Co.,  
Limited  
CUBA  
HAVANA  
La Isla de Cuba  
(Victor Campa & Co.)  
MEXICO, D. F.  
MEXICO CITY  
Agencia Misrachi  
Avenida Juarez 10—  
Apartado 2130  
NEWFOUNDLAND  
ST. JOHN'S  
James Baird, Limited,  
Baird Buildings

ALL THESE  
FINE STORES  
SELL VOGUE  
PATTERNS

# Vogue's address

## A ART NEEDLEWORK

HENRY HESSE offers new handknitting yarns from Scotland, and personal assistance so that you may easily make exactly the type of new summer sportswear you desire. 61 Madison Ave. (59-60 Sts.), N.Y.

## B BAGS

LADIES' BAGS. We specialize in recovering and mending all kinds of bags. Models made to order in Tapestry, Needlepoint, Petit Point. Send for catalog. Wm. Nibur, 2132 B'way, 510 & 669 Mad. Ave., N.Y.

## C BEAUTY CULTURE

EYEBROWS & LASHES darkened permanently with Colours. Eliminates daily make-up. Sold everywhere. \$1.25 postpaid. Treatment 50¢ at Spiro's, 26 West 3rd St. & 35 West 46th St., N.Y.

MULTIPLE ELECTROLYSIS—Mary Elizabeth Seaman, Personal Service only. Free booklet. Address 1 West 31st St., near 5th Ave., Room 709, New York City. Telephone Wisconsin 7-7889

ELLA LOUISE KELLER'S personal method of Electrolysis satisfactorily destroys Superfluous Hair. Only method recommended by physicians. 11 W. 42 St., N.Y. Long 5-6337. Also Chicago—Minneapolis

NATALIE TOVIM, Reg. Nurse, uses her improved method of painless electrolysis to remove superfluous hairs permanently, any thickness. Endorsed by physicians. Med. Arts Bldg., 57 W. 57 St., N.Y. Wirk. 2-3841

MME. MAYS—Scientific facial rejuvenation: lines, wrinkles, freckles, blemishes removed. Skin restored to youthful freshness. Physicians' endorsements. Free booklet. 38 W. 53rd St., N.Y. Wickersham 2-7051

FACE LIFTING by Bloodless Surgery—no cutting, no peeling. Only one of its kind in U.S. Removes all age signs without pain or season of retirement. The Renna Method, 171 W. 57th St., Circle 7-7127

HAIR on the FACE removed permanently. Roots destroyed. Absolutely no pain. Method endorsed by leading physicians. Consultation free. Write for Booklet 31 free. Dr. Stotter, 41 E. 42 St., N.Y. Lack. 4-2778

PLASTIC SCIENCE as perfected at the great Polyclinic of Vienna. Noses reshaped, wrinkles, signs of aging, freckles and blemishes removed—low fees. Booklet 31 free. Dr. Stotter, 41 E. 42 St., N.Y. Lack. 4-2778

FLESH REDUCING CREAM. Reduce from three to five pounds a week. Sample jar with instructions \$2.50. No diet or strenuous exercise. Harmless. Leslie, 5442 Virginia Ave., Hollywood, California

EUNICE SKELLY—Rejuvenation Specialist. Consult me before surgical or non-surgical Face, Neck or Bust "Lifting". \$1.10 brings home treatment & instructive literature. Suite 956, Park Central Hotel, 7 Ave. & 55

ANGEL CREAM—hormone emollient, firms and rejuvenates aging face, neck, hands, \$4.50, \$7.50. Angel Varona Salon, 660 Madison Ave., N.Y. Regent 4-7118. Varona Facial Treatments—Hairdressing

INTRODUCTORY OFFER 4 Superior Face Creams \$1.00. Four individual 1 ounce jars of Ina dé Cris Special Creams for \$1.00. A one time offer to introduce these famous creams. Completely fulfill every need of the skin. Regular prices from 75¢ to \$6.00. Ask for them at your druggist or beauty salon or write: Ina dé Cris, 44 East 67th Street, New York City. Mail orders promptly filled

MRS. D. DURANT permanently removes superfluous hair by her improved electrolysis method that doctors recommend. Quick removal of freckles and moles. 507-5th Ave., N.Y. Murray Hill 2-3314

MADAME CASHATI says "Soap is King of all cosmetics." (With few exceptions.) Cashati Gelee Savonneuse \$2.00 a jar. Sent for free skin analysis. 33 East 57th Street, New York City

## D BON VOYAGE & GIFT BASKETS

ALICE H. MARKS, 19 East 52nd Street, is showing a new assortment of Gift Baskets & Packages containing delicious titbits to tempt the most fastidious. Mail orders given special attention. Plaza 3-7222

## C CHILDREN'S CLOTHES

TOBY—38 EAST 57TH ST., N.Y.C. Lovely lavettes and Baby presents moderately priced. Girls' dresses up to 16 in smart designs. Harris Tweed Coats \$11.50 and Scotch sweaters in all sizes

## CHINA & ARTWARE

"CANADA'S MOST TALKED ABOUT GIFT shop." Wonderful selection of English Bone China. New Dinnerware booklet will be sent on request. Herbert S. Mills, Hamilton, Canada

## C CORSETS

MISS ELEANOR, FORMERLY with MME. BINNER. Modern art in corsetry. The Strapless Brassière, for evening, a specialty. A perfect fit suiting your individual needs is guaranteed. 41 W. 58th St., N.Y.

## D DELICACIES

VENDÔME—Specialist in highest grade fresh Russian Caviar. Large assortment of all fine table delicacies. Write for catalogue V. 18 East 49th Street, New York City. Wickersham 2-2221

## E DRESS SHOPS

JANE ENGEL—AT 1046 MADISON AVENUE, New York City, is known for smart hats and dresses at extremely moderate prices, catering to both misses and women. Tel. Butterfield 8-5018

FRANCES WATERBURY, INC., 34 E. 61, N.Y.C. Where you can be dressed in charming manner for \$13.95—\$23.50. Dresses are selected & shown by women of social distinction & excellent taste. Alterations

BARRY-MORTON, 41 West 52 St. Daytime dresses attractive because of their individual charm and low prices at \$10.50—\$29.50. You are cordially requested to come and see them. WL 2-0663.

UNUSUALLY SMART DRESSES AT \$16.50. Sizes 12 to 40. Excellent Values. Chic and Wearable. Hats made of matching materials. Mail orders. Irene Franks, 48 West 56th St., N.Y. City

## F DRESSMAKING & REMODELING

MISS VALENTINE—Dressmaker. Smartly sophisticated gowns and wraps designed. Imports expertly copied. Gowns carefully remodeled. Prices moderate. 665 Fifth Ave., New York City. Vol. 5-4941

MME. CLERY—HIGH CLASS DRESSMAKING. Evening Gowns and Wraps. Your own material used. Remodeling a specialty. Attractive prices. 820 Lexington Ave., N.Y. Regent 4-5487

JEANNE GRÈBÈRE—Makes gowns, wraps, suits, in latest intricate lines. Remodeling carefully done. Expert designing and workmanship. Models copied. Moderate. 798 Lexington Ave. (61st), N.Y.C. Regent 4-5466

## E ENTERTAINMENT

YOUR INDIVIDUAL HOROSCOPE written in detail \$5.00 including two year forecast \$10.00. Send date, hour, and place of birth. Cornelia Kane—Astrologer. 509 Fifth Avenue, New York City

UNDECIDED? Let me help you. Send complete name at birth, birthdate and \$2. for original, scientific, individual work which includes immediate forecast. Hester Peabody. 636 Beacon St., Boston, Mass.

## F FURS

COLD FUR STORAGE—Coats restyled during summer at reasonable prices including free storage. Coats relined & reglazed from \$16.50. Richard Koppen, formerly with Gunther, 17 W. 45 St., N.Y. Br. 9-3363

## H HAIRDRESSING ESTABLISHMENTS

J. SCHAEFFER, New York's leading Permanent Wave Specialist. All methods. Individualized service. Flat-ironing effects. J. Schaeffer, Inc., 590-5th Ave. at 48th St., N.Y. Br. 9-7615, & Hotel St. Regis, PL 3-4500

CHARLES BOCK, authority on permanent waving. Specialist on white and bleached hair. Individual Bobs and Hair Goods. Charles Bock, 29 East 57th Street, N.Y. Plaza 3-5610

MARS—HAIRDRESSERS to the New York Society Woman. 47 East 58th Street between Park and Madison Avenues, opposite the Plaza Theatre. Telephones: Volunteer 5-1187 and Murray Hill 2-9831

FIGARO is known for his distinctive work in hair and beauty culture. His permanent waves not only suit your personality but give you the utmost chic. 1 East 53rd St., N.Y. VO 5-1831—5-1832

DIMITRY—Coiffeur to New York's gentlewomen. Formerly the personal representative in this country of Antoine. Consultation by appointment. Salon at Milgrim, 6 West 57 St., New York. Circle 7-7200

ALEX of CHARLES at the MADISON cuts, waves, and sets your hair to dramatize your individuality. Permanent waving and hair tinting a specialty. 15 East 58th Street, N.Y. Volunteer 5-1323-5000

## HAIRDRESSING ESTABLISHMENTS (Cont.)

EMILE, YOUR HAIRDRESSER. 142 W. 57th Street. Visit our shop once and convince yourself that the reputation of this name is deserved. Complete beauty culture in all of its branches. Circle 7-1995

MARTIN announces his own Ware of Economy at \$10. This famous Permanent was formerly \$15 and up. Martin from Vienna, 7 East 46th St. (West of Klitz). For an appointment telephone Plaza 3-6262

ANTHONY & FRANCIS' permanent waves are justly famous. Personally and skillfully done by Anthony & Francis and shaped into a distinguished coiffure. 513 Madison Ave., N.Y. Wk. 2-2053-4

## G HAIR COLORING

HAIR-COLORING DONE SCIENTIFICALLY on gray and fading hair, with beautiful, natural results. Scalp treatments sponsored by physicians. Mary Greene, 1 East 53rd St., N.Y.C. Plaza 3-0391

## H HAIR GOODS

MANUEL TRANSFORMATIONS, sight-proof parting, absolutely natural looking. Specialist in Wigs, Transformations, Gentlemen's Toupees. Booklet on request. B. Manuel, 485 Madison Ave., N.Y.

CLEMENT'S Parisian Bobs and Transformations; undetectable; finest quality and workmanship; moderate prices. Booklet. Mail orders a specialty. B. Clement, 46 West 56th St., N.Y.C. (Est. 30 years)

FRANÇOIS QUALITY TRANSFORMATIONS. Newest bob wigs of finest French Hair—with invisible parting, light and comfortable—1933 prices—booklet. Mail orders. Francois Hair Specialist, 9 E. 49 St., N.Y.

## I HAIR & SCALP SPECIALIST

YOUR HAIR FALLING? Have scalp scientifically treated; original Waldeyer & Betts Swedish Method. Anna S. Burke, 665-5th Avenue, New York City. Telephone Plaza 3-2812. Booklet

LADIES with white hair turning yellow Silver Grey appearance so much admired. Gives a postpaid. Andre & Son, 47 West 47th St., N.Y.

## J LACES

E. ZALIO—Est. 1903. Antique & Modern Laces, Band-Gifts, Napkins, Bridal Boudoir Laces, Unusual

Memorial Altar Pieces from your laces. Remodeling, Cleaning, Mending, Reweaving. 561-5 Ave., N.Y. DEVONSHIRE LACE SHOP—556 Madison Ave., N.Y.C. Bridal Laces—Rose Point, Duchesse, Tataglie. Tasseled to measure. Laces for gowns & linens. Mending & appraisals. Marian Powys, expert

## K LADIES' TAILORS

ANDRE BALOD, Tailor—Smartest Spring Fashions. Suit, Coats, Wraps, & Furs perfectly tailored at conservative prices. Styles up-to-the-minute. New location: 38 W. 56th St., N.Y. City. Circle 7-8170

## L LINGERIE

LUXURIOUS LINGERIE CUSTOM-MADE. Boyish pajamas, manly robes, exquisite negligees, hostess gowns, blouses individually smart. All finest materials & fitted perfectly. Martha-Rose, 501 Madison Ave., N.Y.

EXQUISITE HAND MADE VIENNESE LINGERIE. Ready made and to order. No charge for monogramming. Also Linens and Handkerchiefs. Madameillon, 1 East 53rd Street, New York City

## M MENDING & REPAIRING

INVISIBLE REWEAVING—Moth Holes, Tears, Burns in Garments. Shine Permanently removed. Lowest prices. Guarantee Damage Weaving Co., 146-5th Ave. (19-20 Sts.), Chelsea 3-2621

TEARS, BURNS, MOTH HOLES, of any fabric woven like new, linens specialized, also demothing, shine removal, guaranteed, parcel post service. French American Weaving Co., 103 W. 57 St., N.Y.

REWEAVERS, REPAIRERS of Tapestries, Laces, Linens, Antiques, Silks, Dresses, Clothing, Knitwear, Rugs, Furniture Fabrics. No damage hopeless. La Mers Studio, 345 West 58th St., N.Y.C.

## N MILLINERY

REMODELER OF HATS "A Hat of Yesterday" redesigned into a "last word" creation. Smart new Hats to order. Mail Orders a specialty. Prices reasonable. Irene Franks, 48 W. 58th St., N.Y. Circle 7-6293

## O MOURNING APPAREL

ARTHUR MULLEN, 19 East 49th Street, New York. Correct mourning in Hats, Veils, Gowns, Coats, and accessories of all kinds. We have specialized in this attire for years

## P NAME TAPES

CASH'S WOVEN NAMES for marking clothing, household and hotel linens, etc. Write for styles and prices. J. & J. Cash, Inc., 13th St., So. Norwalk, Conn., or 62031 So. Gramercy Place, Los Angeles, Cal.

# book

## P

### PERSONAL SERVICE

ARE YOU WARDROBE WEARY? Slightly used apparel of the better sort re-sold through The Dressing Room Re-Sale Service, 132 West 4th Street, New York City. Tel. Spring 7-0667. Hours 12 to 7:30

### PLAITING

**SADLEIR**—38 West 34th Street, New York City. Plaiting, Hemstitching, Hand & machine button holes. Buttons and Buckles covered from your material. Cleaning and Dyeing. Lackawanna 4-2069

## S

### SHOES

**SHOECRAFT SALON** "fitting the narrow foot" in sizes 1-11 AAAAA to C. French and English models in street and evening footwear. Send for catalog VB. Fit Guaranteed. 714-5th Ave., New York

### SHOPPING COMMISSIONS

**MRS. SARAH BOOTH DARLING**. Purchasing Agent. Accompanies out-of-town patrons, also shops for you. No charge for services. Shoppers' Magazine free. 155 W. 78th St., N. Y. C. Trafalgar 7-6450

**GEORGETTE DUNBAR EVANS** keeps you in touch with New York's modes; shops for or with you gratis. Interior decorating. Send for "The Shopper" magazine, 522-5th Ave., N. Y. Murray Hill 2-1193

**AUDREY T. McALLISTER** offers her experience and service to you gratis; shopping for you or with you in the best New York shops. 551 Fifth Avenue, New York. Telephone Murray Hill 2-8179

**YOUR SHOPPING** made easier. We know merchandise, styles and economical ways to buy. Send for "The Shopper." Spanish clientele invited. Mrs. Lewis Middleton, 366 5th Ave., N. Y. Wsc. 7-1683

**NEW YORK SHOPS BROUGHT TO YOU.** My free service brings you the Smartest Things at the most Reasonable Prices. Write for pamphlet. Helen L. Richards, 452 Fifth Ave., N. Y. PH. 6-6862

### SWIMMING SCHOOL

**MARY BEATON SCHOOL FOR SWIMMING, INC.** Expert Instruction. Gymnasium. Massage. Special ten plunge ticket-\$5. Send for Booklet C. Mary Beaton, The Barbizon, 140 E. 63rd St., Regent 4-7798

## T

### TROUSSEAU

**PURPLE BOX**—11 EAST 55th ST., N.Y.C. Handmade Lingerie, Negligees and Linens. Unusual gifts for the sick room. Travelling novelties. Exquisite monogramming. Hand-work a specialty. Prices moderate

## W

### WEARING APPAREL BOUGHT

**MME. NAFTAL**, Bryant 9-6268, will purchase at highest valuation slightly used gowns, wraps, furs, diamonds, jewelry, silverware. Write or call 69 West 45th St., N. Y. Bryant 9-6269

**TEL. BRYANT 9-1376—MME. FURMAN PAYS** Cash. Highest prices for Gowns, Suits, Wraps, Furs, Diamonds, Jewelry, Silverware. Phone, Write or Call, 103 W. 47th St., N. Y. Bryant 9-1376

### WEDDING STATIONERY

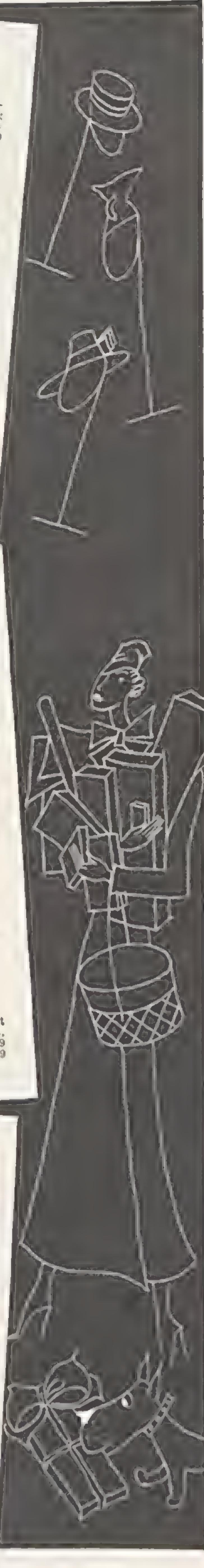
**ENGRAVED WEDDING** Invitations and Announcements. Everett Wadley Co. has for generations insured highest quality at reasonable prices. Prepaid Book Wedding Etiquette Free. 58, 11th St., Richmond, Va.

### WEIGHT REDUCING

**LADIES ATHLETIC CLUB** latest reducing devices. Battle Creek Vibrators, Mechanical Horse, Ring Toller, Electric Baths, Scotch Douche, Swedish Massage, Paraffin Packs. Park Central Hotel, 7 Ave. (55), N.Y.

**CHRISTINE KIDSKAUG'S** Reducing Institute, Electric Cabinets, Blankets—Swedish Massage, Ring Rollers, Paraffin Packs, Sun Ray Lamps, 427 Flatbush Ave. Ext., Brooklyn, N. Y. nr. Fulton St. NEv. 8-2344

First spend a minute or two with *Vogue's* address book... then spend each dollar wisely and well.



Look for this tag on merchandise shown in *Vogue's* Smart Economy pages. It assures your getting actual models selected by *Vogue*.

THIS MODEL HAS BEEN SELECTED BY **VOGUE'S** FASHION EDITORS for PRESENTATION IN *VOGUE'S* PORTFOLIO OF SMART ECONOMIES



## Vogue's Smart Economies and where to purchase

The models shown in *Vogue's* Smart Economies (pages 61, 62, and 63) may be purchased in smart shops in New York and throughout the United States including:

**ATLANTA, GA.**  
Davison-Paxon Co.  
Rich's, Inc.

**DENVER, COLORADO**  
Daniels & Fisher Stores Co.

**PEORIA, ILL.**  
Block & Kuhl Co.

**BALTIMORE, MD.**  
Hutzler Bros. Co.

**EASTON, PA.**  
Gier's, Inc.

**PHILADELPHIA, PA.**  
B. F. Dewees  
Nan Duskin  
126 So. 18th St.

**BIRMINGHAM, ALA.**  
Burger-Phillips Company

**HONOLULU, HAWAII**  
The Liberty House

**PITTSBURGH, PA.**  
Joseph Horne Co.

**BOSTON, MASS.**  
Chandler & Co.

**JACKSONVILLE, FLA.**  
Cohen Brothers

**ROCHESTER, N. Y.**  
McCurdy & Co.

**BROOKLYN, N. Y.**  
Abraham & Straus, Inc.  
Frederick Loeser & Co., Inc.

**KANSAS CITY, MO.**  
Rothschilds on Main at 10th

**SACRAMENTO, CAL.**  
Hale Bros. Inc.

**BUFFALO, N. Y.**  
L. L. Berger, Inc.  
Wm. Hengerer Co.  
Flint & Kent

**LITTLE ROCK, ARK.**  
The M. M. Cohn Co.

**ST. LOUIS**  
Scruggs-Vandervoort-  
Barney Dry Goods Co.

**CHICAGO, ILL.**  
Marshall Field & Co.  
Carson Pirie Scott & Co.

**LOS ANGELES, CALIF.**  
Bullock's Inc.  
Bullocks-Wilshire

**SCHENECTADY, N. Y.**  
H. S. Barney Co.

**DALLAS, TEXAS**  
A. Harris & Co.  
Titche-Goettinger Co.

**MADISON, WIS.**  
Harry S. Manchester, Inc.

**SOUTH BEND, IND.**  
George Wyman & Co.

**DAYTON, OHIO**  
The Elder & Johnston Co.

**NEWARK, N. J.**  
L. Bamberger & Co.

**TROY, N. Y.**  
G. V. S. Quackenbush Co., Inc.

**OMAHA, NEBR.**  
J. L. Brandeis & Sons

**WILKES-BARRE, PA.**  
The Isaac Long Store

• If no shop in your city or shopping center is listed above, write to *Vogue*, 420 Lexington Avenue, New York City, and we will be glad to give you the address where the Smart Economy Models are available. Be sure to state exactly what model or models you are interested in. Include a stamped, addressed envelope.

# THE DOG MODE OF VOGUE

## Cocker Spaniels



"Why do we and our playmates have to go to shows when we all are so happy here?"

### Anchor Farm Kennels

Breeders of Cocker Spaniels  
P. O. Box 344 Stamford, Conn.  
Kennels—358 Glenbrook Road  
TELEPHONE 3-0730

## Mr. & Mrs. W. M. Duryea's COCKER SPANIELS

Satisfy every demand for a dog suitable for children or adults. Sweet in manner and steady in temperament. We offer them in solid and parti-colors of various ages in both sexes

WILMARLAND KENNELS  
Brookville Road, Jericho, L. I., New York  
Phone Syosset 924

## COCKER SPANIELS

We are offering some unusual puppies, bred for quality and disposition.  
MRS. ARTHUR VOGEL  
Owner  
FREELAND KENNELS  
West Long Branch, N. J.  
Tel: Long Branch 3383



## Rowcliffe Cocker Spaniels

are synonymous for happy healthy dogs of selected breeding guaranteed against distemper and backed by the owner. If you want a dog you need a ROWCLIFFE COCKER. Visitors are welcome and inquiries solicited. Prices are adjusted to present conditions. Write to Mrs. Moffit

ROWCLIFFE KENNELS  
Route 9, Poughkeepsie, N. Y. Tel. 1850



## DELVILA KENNELS

Registered A. K. C.

Cocker Spaniels, Scottish Terriers, Wire Fox Terriers and Pekingese Puppies  
Phone Scarsdale 551 Old Mamaroneck Rd. Scarsdale, N. Y.

Vogue does not sell dogs but will suggest reliable kennels where purchases may be made



The Wire Foxterrier, Eden Aristocratic  
Mr. and Mrs. H. Lowenback, owners

## Wire Foxterrier Character

"Character" is a common term used in describing the good qualities of almost every recognized breed of dog. Every fancier claims more of it for his particular breed than he will concede to some of the others, but it would seem that there is one breed that really has this quality in abundance: the Wirehaired Foxterrier.

You may ask just what is meant by the term "character." Well, character is a combination in proper proportion of liberty, expression, quality, temperament and carriage.

By "liberty" is meant capacity to gallop, suppleness, the adaptability to make sudden turns. The coordination of all moving parts that can be reached to any degree only through a well-built and shapely body.

"Expression" is that seeming desire to do certain acts, to commence a job and finish it with credit; and who would say that the Wire Foxterrier does not have "expression"? The small, bright, piercing eye, so prevalent in this breed, is evidence of character if other things are lacking.

"Quality" is a general term, but it means the owner possesses the neatness and the proportion of bone and muscle just discernible under a close, light coat of good texture and moderate length. In other words, the pressed-up, gentlemanly *tout ensemble*; the difference between the good-looking, well-dressed country boy and the dapper, smart, well-dressed gentleman with social position.

"Temperament" in a dog is akin to "It" in humans. Temperament in a Wire Foxterrier is exhibited by the ever-present merry attitude, the irresistible desire to dance around, the eagerness to play or fight, and when off lead or chain, the desire to search in every nook or corner—the undying spirit.

"Carriage," it would seem, is a complement of all the other terms. Perfect carriage in a Wire Foxterrier means a short, even, low stride, as the arms swinging regularly from shoulders and front, the hind legs moving perfectly straight and in unison. This is the real true terrier gait.

"Character" in the Wirehaired Foxterrier is indicated by the upward and forward carriage of the head, displaying the clean set-on of the neck, always carried conveniently, poised for sudden action.

C. E. HARBISON



Puppies and grown stock from English and American champions of the following breeds:

### Scottish Terriers Welsh Terriers Sealyham Terriers

SCOTSWARD KENNELS

Mrs. U. B. Ward, Owner  
Florham Park New Jersey  
Phone: Madison 6-1132



### Scottish Terriers

It costs no more to purchase a well-bred one. Our brood matrons have the stamp of the U. S. Dept. of Agriculture on their pedigrees certifying them pure bred. Puppies with this certificate back of them for sale.

Charles F. Lynch, M. D.  
Red Gauntlet Kennels  
Springfield Mass.



Feeling kind of blue? Get a pup. Want a pal that's true? Get a pup. A peppy little "Wire" is a dog that all admire. We have some nice ones here at \$50.00 up.

BRIDLEMERE KENNELS  
Medfield Massachusetts  
Tel. Medfield 101

## SCOTTISH TERRIERS

MRS. A. M. HENSHAW

College Hill  
Cincinnati, Ohio

June to October  
Lake Leelanau, Michigan

## Ellenbert Farm Kennels



### SCOTTISH TERRIERS

### DACHSHUNDE

Puppies occasionally for sale

East Stanwich Road, Greenwich, Conn.

R. F. D. 1 Tel. Stamford 4-6735

Mrs. & Mrs. HERBERT BRERETON, owners



SMOOTH FOXTERRIERS  
of supreme quality. Puppies generally for your selection.  
For Particulars address

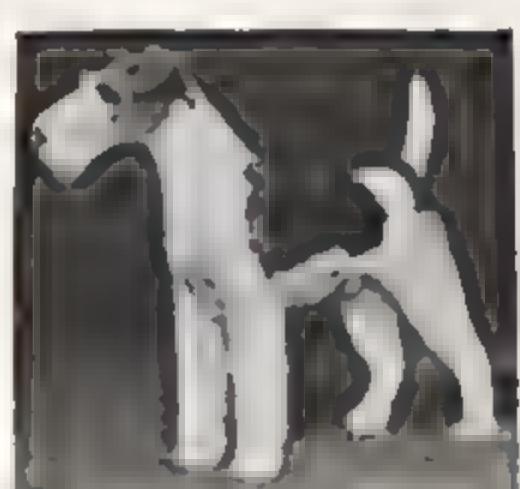
Millhill Kennels  
Mill Neck, L. I.  
E. COE KERR, Owner  
Ch. Millhill Margin

## Wire-Haired Foxterriers

Eden Aristocratic

Fee: \$35.00

Unusual Puppies for your selection. Nothing cheap or inferior.



HARLOW KENNELS

Mrs. & Mrs. HARRY LOWENBACK, Owners  
31 East Elm Street Chicago

### Wirehaired Fox Terrier

Promising puppies by the English Champion Crackley Startler of Wildoaks All inoculated against distemper.

Mrs. Duncan Yeandle Henderson  
393 Highland Avenue, Upper Montclair, N. J.  
Tel. Montclair 2-0585

## THE DOG MODE OF VOGUE

Now offered

## Great Danes



Harlequins Brindles Fauns

All Ages

Harlequin and Brindle Champions at Stud

## BRAE TARN DANE KENNELS

Khakum Wood Greenwich, Conn.  
Tel. Greenwich 2609

## GREAT DANES

A child's pet  
A man's pal  
A guard for the home  
Closing kennel—exceptional grown stock offered.Winslow Kennels  
White Oak Shade  
R. F. D. #3  
New Canaan, Conn.Specific questions  
on dog subjectswill gladly be answered by  
The Dog Mode of Vogue

## Use PINEAFECTANT

## Deodorant and Disinfectant

For use in Homes, Kennels, Stables, and  
Public Buildings.  
Repels and Kills, Roaches, Flies, Fleas, and  
Similar pests.Has a Distinctive Pleasant Piney Odor.  
The PINEAFECTANT Company.  
339 Produce Exchange, New York City.  
Bowling Green 9-4850Coming Dog Shows  
Throughout  
the Country

June 3—Ladies' Dog Club, Brookline, Mass.  
 June 4—Long Island Kennel Club, Hewlett Harbor, Long Island, N. Y.\*  
 June 10—North Westchester Kennel Club, Mount Kisco, N. Y.\*  
 June 11—English Springer Spaniel Field Trial Association, Greenwich, Conn.\*  
 June 11—Greenwich Kennel Club, Greenwich, Conn.\*  
 June 15—Central New York Kennel Club, Utica, N. Y.  
 June 17—Monmouth County Kennel Club, Rumson, N. J.\*  
 June 18—Scottish Terrier Club of America, Rye, New York\*  
 Aug. 12—Lenox Kennel Club, Lenox, Mass.  
 Aug. 20—Rhode Island Kennel Club, Providence, R. I.  
 Sept. 7, 8—New York State Fair, Syracuse, N. Y.  
 Sept. 9—Storm King Kennel Club, Cornwall, N. Y.  
 Sept. 12, 13, 14, 15—Brockton Agricultural Society, Brockton, Mass.  
 Sept. 16—Tuxedo Kennel Club, Tuxedo Park, N. Y.\*  
 Sept. 23—Somerset Hills Kennel Club, Far Hills, N. J.\*

\*A representative of The Dog Mode of Vogue will attend those shows marked with a star.

Wire Foxterrier, Ch. Pendley Calling of Blarney  
Owner, Mr. John G. Bates.

## Male or Female Dog: Which Shall It Be?

When about to buy a dog the ever-perplexing question arises: Shall it be a male or female? In early times the female was the house pet and watchdog. The belief she is not a desirable pet dates back to the time of the Crusades, when the Crusaders brought back to Europe the contempt that the true Moslems felt toward female dogs. The female was especially abhorred. True Moslems considered dogs of each sex as unclean. They were forbidden to touch one. Dogs were permitted to live only as public scavengers.

As a rule the female has a keener mind than the male and many times a better body, not from the standpoint of muscular strength but greater suppleness. The female is a better watch-dog and is also a better stage performer. She is mentally quicker and more alert. The success of many polar exploration expeditions has depended on sled dogs. Advisors to these expeditions on the subject of dogs strongly favored females as dog-team leaders. This is significant, because the success of this venture depended on the efficiency of the dogs.

In dogs we demand companionship, watchfulness and usefulness. The female gives us all these in far and greater measure than the male. Many times she discriminates more carefully between friend and foe. In the house she is cleaner, quieter and more devoted. House-breaking is much easier with the female than with the male. As a pet for children she is to be recommended; because of her maternal instinct she is more devoted to them.

In selecting a dog it is well to consider that kennel-owners, who have the choice of many dogs, generally select females for their own house pets. It is my opinion that in time the female will be universally accepted as the house dog, pet and companion for both children and grown-ups.

C. E. HARBISON

## Airedales



Champion Authority's Commander

## Eng. and Am. Ch.

## WALNUT CHALLENGER

By Town Mustard Pot ex Warbreck Diamond

Four times Best in Show and sixteen times Best of Breed in America

## Eng. and Am. Ch.

## AUTHORITY COMMANDER

By Brownfield Brigand ex Cumbrian Peggy

Winner of over 200 prizes in England and three times Best of Breed in America

Owner, Mr. FREDERIC H. HOE

For particulars apply to

HARRY LIVESEY, LIVESEY KENNELS  
185 Kings Road, Madison, N. J.  
Tel. Madison 6-0496

Champion Walnut Challenger



## Hollybourne Kennels

## Sealyham Terriers

Fine healthy puppies of imported championship stock.

S. L. FROELICH, Owner  
500 8th Ave., N. Y. C. LACKAWANNA 4-7600

## FRENCH POODLES

Puppies and grown stock are now available  
Carillon Kennels  
Mrs. W. Walker  
Owner  
Bedford Hills, N. Y.

## PEKINGESE

Puppies, youngsters and mature dogs  
Highly pedigreed.  
Merrick Kennels  
Mrs. Philip M. Schaffner  
78 Byron Road  
Merrick, L. I., N. Y.

## ENGLISH BULLDOGS and PUPPIES

by Cloverly Budget and Fair City Duchess  
FAIR CITY KENNELS  
Mrs. Victor Weil, Owner  
47 Fullman Ave., Elizabethtown, N. J.  
42 West 7th St., New York City  
Endicott 8-3147It's Fun to Strip and Trim  
YOUR OWN DOG

## Duplex Dog Dresser

The New Plucking and Stripping Comb



STRIPS and trims any dog. \$1.50  
Will not gouge the coat.  
Leaves no steps. Gives a smooth, even finish. Complete with 6 blades in leather pocket sheath.

AT YOUR DEALER'S OR MAIL COUPON  
TERRIER TRIMMING CHART  
A necessity for the amateur. Illustrated. Complete instructions on care of coat. \$1.50  
Mounted

THE DUPLEX DOG DRESSER  
Dept. V-6, 192 Baldwin Ave., Jersey City, N. J.  
Enclosed find \$ for Dog Dressers, \$1.50 each. For Terrier Charts, \$1.50

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

YOUR MONEY BACK IF NOT SATISFIED

## THE SHOPS OF VOGUE

**Casnati**  
says:

A clean skin  
keeps its  
youth!

**LAITONIC** is  
Casnati's newest achievement—a delightful cleansing emulsion which keeps the pores immaculate and at the same time forms the ideal protection and base for make-up. Let Laitonic be your summer insurance against burning sun and drying winds; indispensable for the skin that is too sensitive for soap. Valuable booklet on the care of the skin upon request. Treatments by appointment.

**Casnati**  
Derm-Esthetic Institute, Inc.  
38 East 57th St., New York City

## THE WEDDING EMBASSY INC.

An Exclusive Service  
for the Bride and  
Her Wedding Party

MARIE COUDERT BRENNIG  
PRESIDENT

32 EAST 57ST., NEW YORK  
WICKERSHAM 2-2044

**Buckram**  
**\$16.50**

Other Salon Shoes  
from \$12.50 . . .  
(Ponies at \$10.50)

**CAMMEYER**  
SALON

677 FIFTH AVE. NEW YORK  
Catalog on Request

## SOCIETY

## BIRTHS

## NEW YORK

**Elliman**—On April 26, to Mr. and Mrs. George Trowbridge Elliman (Natalia de Acosta), of New York City and Hempstead, Long Island, a son, Peter Bogert Elliman.

**Gibb**—On April 26, to Mr. and Mrs. Arthur Gibb (Barbara Forrest Lowrie), a son.

**Sage**—On April 19, in Boston, Massachusetts, to Mr. and Mrs. Dean Sage, junior, (Anne M. Tilney), a son.

## BALTIMORE

**Cross**—On April 12, to Mr. and Mrs. Eben J. D. Cross (Elizabeth Breckinridge Field), of Stevenson, Maryland, a daughter.

## CLEVELAND

**Engel**—On April 5, to Dr. William J. Engel and Mrs. Engel (Molly Lower), a daughter, Barbara Engel.

**Halle**—On April 8, to Mr. and Mrs. Walter M. Halle (Helen Chisholm), a son.

**Laffer**—On April 25, to Mr. and Mrs. William G. Laffer (Molly Betz), a son.

**McWilliams**—On April 9, to Mr. and Mrs. John P. McWilliams (Brooks Barlow), a daughter, Marianne McWilliams.

## COLUMBUS, OHIO

**Mykrantz**—On April 18, to Mr. and Mrs. Frank McCormick Mykrantz (Elizabeth Shedd), a daughter, Brenda Mykrantz.

## DULUTH

**Armstrong**—On March 14, to Mr. and Mrs. Albert C. Armstrong (Ruth Buckman), a daughter.

## KANSAS CITY

**Holliday**—On April 12, to Mr. and Mrs. Joseph W. Holliday (Olive Moffett), a son, Joseph W. Holliday, junior.

**Tinsman**—On April 13, to Mr. and Mrs. Charles Humbert Tinsman (Julia Chandler), a son, Charles Humbert Tinsman, junior.

## MOBILE

**Meeker**—On April 10, to Dr. William Raymond Meeker and Mrs. Meeker (Isabelle Cowan), a son, William Raymond Meeker, junior.

## NASHVILLE

**Hooker**—On April 14, to Mr. and Mrs. John J. Hooker (Darthula Williamson), a son, Henry Williamson Hooker.

## PHILADELPHIA

**Brooke**—On April 19, to Mr. and Mrs. G. Clymer Brooke (Madeline R. Blackburn), of Birdsboro, Pennsylvania, a son.

**Robinson**—On April 22, to Mr. and Mrs. William Emmett Robinson (Jean Heckscher), twin sons, William Wilson Robinson, second, and Scott Heckscher Robinson.

**Westerfield**—On April 13, to Mr. and Mrs. Richard G. Westerfield (Mildred G. J. Wood), of Overbrook, Pennsylvania, a daughter.

## BIRTHS

## PITTSBURGH

**McKown**—On April 12, to Mr. and Mrs. Frank Boyd McKown (Helen M. Pendleton), of New York City, a son, Frank Boyd McKown, junior.

## PORTLAND, OREGON

**Menefee**—On March 25, to Mr. and Mrs. L. B. Menefee, junior, (Mary Elizabeth Easton), a daughter, Joan Lee Menefee.

## RICHMOND

**McBride**—On April 18, to Mr. and Mrs. Frederick McBride (Penelope Anderson), a daughter, Penelope Weddell McBride.

## SYRACUSE

**Sanford**—On April 10, to Mr. and Mrs. C. Hamilton Sanford, junior, (Jane Cook), a son, Samuel Cook Sanford.

## TORONTO, ONTARIO

**Holden**—On April 22, to Mr. and Mrs. Gordon Holden (Mildred Northey), a daughter.

## WEDDINGS

## NEW YORK

**Alker-Tipson**—On April 19, in Saint Bartholomew's Church, Mr. Henry A. Alker, junior, son of Mr. and Mrs. Henry A. Alker, of New York City and "Hilltop," Sands Point, Long Island, and Miss Thelma Ransom Tipson, daughter of Mrs. Gerard S. Tipson.

**Bishop-Phelps**—On April 28, in the Church of the Ascension, Mr. F. Michael Bishop, son of Mr. and Mrs. Storrs M. Bishop, of Schenectady, New York, and Miss Ann Catlin Phelps, daughter of Mr. and Mrs. Dudley Phelps, of New York City and "Meadholme," Watch Hill, Rhode Island.

**Brainard-Victor**—On May 26, at "Little Brook," Greenwich, Connecticut, Mr. William Walter Brainard, junior, son of Mr. and Mrs. William Walter Brainard, and Miss Katrin Ruth Victor, daughter of Mr. and Mrs. Ernest G. Victor, of New York City and Greenwich.

**Dillon-Yandell**—On April 20, Mr. John H. Dillon, son of the late John H. Dillon and Mrs. Dillon, of New Haven, Connecticut, and Miss Betty H. Yandell, daughter of the late Lunsford P. Yandell and Mrs. Yandell, of Greenwich, Connecticut, and New York City.

**Fairburn-Hadden**—On April 26, in Saint John's Church, Far Rockaway, Long Island, Mr. William Armstrong Fairburn, junior, son of Mr. and Mrs. William A. Fairburn, of Morristown, New Jersey, and Miss Laura Hadden, daughter of Mr. and Mrs. Harold Farquhar Hadden, of Hewlett, Long Island.

**Field-Morris**—On April 28, in Saint James's Church, Mr. Malcolm Graham Field, son of Mr. and Mrs. Augustus Bradhurst Field, of New York City and Sterlington, New York, and Miss Cornelia Fellowes Morris, daughter of Mr. and Mrs. Richard Lewis Morris.

## THE SHOPS OF VOGUE



**RENEE THORNTON**

(Duchess Carafa d'Andria)

**BEAUTY STUDIO**

Personal consultations with Miss Thornton on

**FACE REJUVENATION**

Sagging Muscles Double Chins Wrinkles Complexion Care

Corrected without Massage

A Secret of Beauty, Preserved for Generations in an Italian Family. By Appointment.

Columbus 5-6442

*Renee Thornton*  
205 West 57th Street, New York



**FRANCIS**, expert coiffeur, announces the opening of his new salon. Inherently artistic, he can easily design the new for you, as well as to comply strictly with your minutest wish.

Formerly with Calou—Paris

**FRANCIS RHEIN**

Coiffeur

601 Madison Ave., New York

PLaza 3-3635

**Buckram**  
**\$16.50**

Other Salon Shoes  
from \$12.50 . . .  
(Ponies at \$10.50)

**CAMMEYER**  
SALON

677 FIFTH AVE. NEW YORK  
Catalog on Request

## Self-Setting Permanent Wave



The upkeep of a permanent wave—not the original cost—is what annoys you. The SELF-SETTING permanent given by Julian, at a most moderate cost, is absolutely guaranteed NOT to require any finger waving.

DAILY DEMONSTRATIONS from 9 to 6  
under the personal direction of JULIAN  
originator and exclusive representative of The  
SELF-SETTING System in AMERICA, winner  
of French prizes.

122 East 42d St.  
Suite 1803 Julian Chain Building Lexington 2-3913

Prunella Washable Crepe  
Charming Sport Costume  
MODERATELY PRICED  
**Mme. LICHTENSTEIN**  
280 Park Ave., New York

**THE TWENTY-FIRST OF JUNE**

That's what we call this shoe, because it's an advanced Sommers Summer Model. Round-toed? Yes! Hand-made? Of course—all Sommers' Shoes are! It's a white basket weave linen trimmed with kid in either white, black, blue or brown. \$14.50. Booklet on request.

**SOMMERS**  
2 West 57th St., N. Y. C.

## THE SHOPS OF VOGUE

## SOCIETY

## WEDDINGS

## NEW YORK

**Hammond-Sterling**—On June 7, in the Church of the Resurrection, Mr. Ogden Haggerty Hammond, junior, son of Mr. Ogden Haggerty Hammond, former Ambassador to Spain, and Miss Edythe Sterling, daughter of Mr. and Mrs. Duncan Sterling, of New York City and "Keir Knoll," Oyster Bay, Long Island.

**Hope-Wallace**—On April 29, in Washington, Connecticut, Captain A. Clement Hope, son of Mr. and Mrs. Cecil A. Hope, of "The Hall," Sand, Somerset, England, and Miss Elizabeth Hale Wallace, daughter of Mrs. Frederic W. Wallace.

**Lawrence-Butler**—On April 27, in Saint Paul's Chapel, Columbia University, New York City, Captain Neville Lawrence, of London, England, son of Sir Walter R. Lawrence, of London, and Miss Sarah Schuyler Butler, daughter of Dr. Nicholas Murray Butler.

**Makepeace-Plunkett**—On April 13, Mr. David Banks Makepeace, son of Mr. and Mrs. Frank Barrows Makepeace, of Greenwich, Connecticut, and Miss Mary Dunbar Plunkett, daughter of Mr. and Mrs. Paul Plunkett.

**Scribner-Bastedo**—On April 27, in Saint Thomas's Church, Mr. David Scribner, son of Mrs. Gilbert Hilton Scribner, of Rye, New York, and Southampton, Long Island, and Miss Eunice R. Bastedo, daughter of Dr. Walter A. Bastedo and Mrs. Bastedo, of New York City.

**Skillin-Schermerhorn**—On April 26, in the Chapel of Trinity Church, New York City, Mr. J. Harper Skillin, of Easton, Maryland, and Miss E. Constance Schermerhorn, daughter of the late Mr. and Mrs. Charles Augustus Schermerhorn.

## BOSTON

**Barker-Proctor**—On May 20, in the First Parish Meeting-House, Concord, Massachusetts, Mr. Burrill Devereux Barker, junior, son of Mr. and Mrs. B. Devereux Barker, of Boston, Massachusetts, and Miss Jean-Lamont Proctor, daughter of Mr. and Mrs. George Burroughs Proctor, of Concord.

## CLEVELAND

**Hanger-Baldwin**—On April 8, Dr. Irwin Clay Hanger, of Staunton, Virginia, and Miss Sally Baldwin, daughter of Mr. and Mrs. Arthur D. Baldwin, of Cleveland, Ohio.

## FLINT, MICHIGAN

**McGarth-Barringer**—On March 18, Mr. Paul Emerson McGarth, son of Mr. and Mrs. John McGarth, of East Orange, New Jersey, and Miss Eunice Louise Barringer, daughter of Mr. John Martin Barringer.

## GREENSBORO, N. CAROLINA

**Clover-Trodon**—On April 22, Mr. Philip Petrie Clover, son of Mr. and Mrs. Samuel Travers Clover, of Los Angeles, California, and Mrs. Margaret Trodon, daughter of the late Charles C. Thornton and Mrs. Thornton, of New Bern, North Carolina.

## KANSAS CITY

**Prater-Clayton**—On April 19, Mr. Kenneth Wayne Prater, son of Mrs. Joseph L. Bauers, of Denver, Colorado, and Miss Lillis Clayton, daughter of Mr. and Mrs. Harvey A. Clayton.

**Stubbs-Reid**—On April 22, in Saint Paul's Episcopal Church, Mr. Charles Stephen Stubbs, third, son of Mr. and Mrs. Charles Stephen Stubbs, junior, of Fowler, Colorado, and Miss Josephine Reid, daughter of Mr. and Mrs. Joseph Warden Reid.

## MOBILE

**Le Fevre-Beville**—On April 6, Mr. Albert A. Le Fevre, junior, son of Mrs. A. C. Deyo, of Mobile, Alabama, and of Mr. Albert A. Le Fevre, of Norwalk, Connecticut, and Miss Annie Kate Beville, daughter of Mr. and Mrs. P. D. Beville, of Mobile.

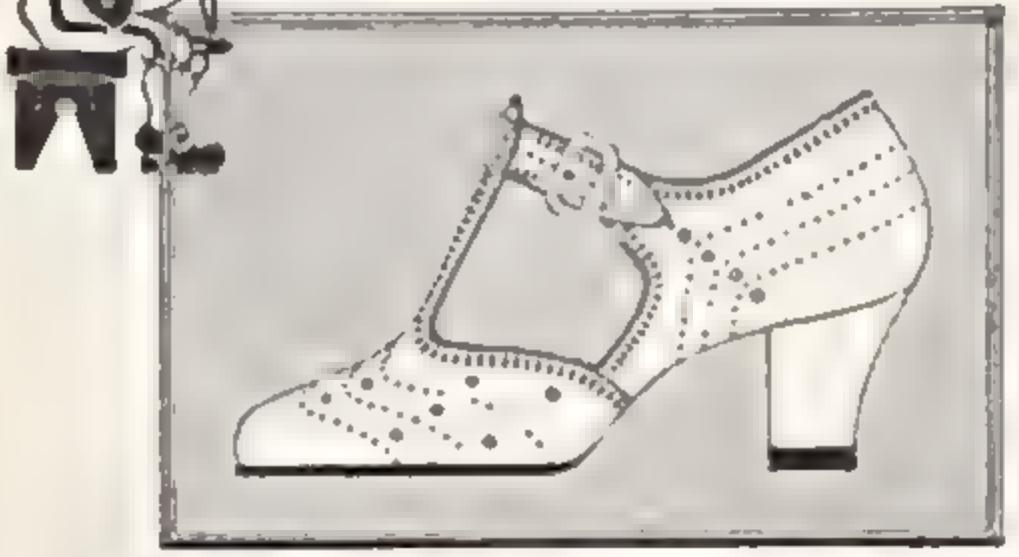
**martin**  
from Vienna

**ALL PERMANENT WAVES NOW \$10**

That were formerly \$15 and up. This is Martin's way of cooperating with women who appreciate quality but must economize. For an appointment telephone Plaza 3-6262. Booklet on request.

7 East 46 St. (West of Ritz)

**CHICHI**  
special at \$10.50



This broad strap sandal is the most flattering shoe ever designed, and many women who bought it in darker leathers for Spring are choosing the white for summer because they find it the most comfortable shoe they have ever worn.

White, black, brown or grey baby calf, or black patent.....\$10.50

Order by mail if personal shopping is inconvenient. Send for folder V25 of new shoes.

**SHOECRAFT**  
714 Fifth Ave., bet. 55th and 56th Sts., N. Y.

SPECIALISTS IN  
FITTING THE NARROW FOOT AND HEEL  
SIZES TO 11, WIDTHS AAAAA to C

## WEDDINGS

## PHILADELPHIA

**Bromley-Reilly**—On April 29, in the Church of the Good Shepherd, Rosemont, Pennsylvania, Mr. Charles S. Bromley, junior, son of Mr. and Mrs. Charles S. Bromley, of "Beaufort" Chestnut Hill, Pennsylvania, and Miss Marjorie Reilly, daughter of Mr. and Mrs. Garrett L. Reilly, of Rosemont.

**Gaston-Sloan**—On May 12, in Saint Paul's Memorial Church, Overbrook, Pennsylvania, Mr. Benjamin M. Gaston, junior, of Knoxville, Tennessee, and Miss Margaretta A. Sloan, daughter of Mr. and Mrs. Maurice W. Sloan, of Overbrook.

**Gordon-Biddle**—On April 26, in Annapolis, Maryland, Mr. Alexander Gordon, of Baltimore, Maryland, and Mrs. J. Wilmer Biddle, of "Binderton House," Chestnut Hill, Pennsylvania, and "Kemore Manor," Huntly, Virginia.

**Hard-Avery**—On April 17, in Palm Beach, Florida, Mr. Anson Wales Hard, of New York City and Palm Beach, son of the late Mr. and Mrs. Anson W. Hard, and Mrs. Katherine Potter Avery, of Bowling Green, Kentucky, and Philadelphia, Pennsylvania.

## RICHMOND

**Bryan-Hobson**—On May 6, at "Tuckahoe," Mr. Alexander Hamilton Bryan, son of the late Thomas Pinckney Bryan and Mrs. Bryan, and Miss Gertrude Skelton Hobson, daughter of Mr. and Mrs. Alexis Corydon Hobson.

**Davier-Woodward**—On May 6, at "Fair-a-Fair-Farm," Midlothian, Virginia, Mr. Maurice Davier, of Montclair, New Jersey, son of the late John Davier and Mrs. Davier, and Miss Amelia Poe Woodward, daughter of Mr. and Mrs. Stewart Minor Woodward.

**Lynch-Boatwright**—On May 6, in the Cannon Memorial Chapel, University of Richmond, Mr. Donald Paul Lynch and Miss Evelyn Moore Boatwright, daughter of Dr. Frederic William Boatwright, President of the University of Richmond, and Mrs. Boatwright.

**Norman-Bryan**—On April 25, in Emmanuel Church, Brook Hill, Mr. Mark Richard Norman, son of Mr. Ronald Collet Norman and Lady Florence Norman, of "Moor Place," Much Hadham, Hertfordshire, England, and Miss Helen McGill Bryan, daughter of the late Thomas Pinckney Bryan and Mrs. Bryan.

**Williams-Higinbotham**—On April 5, at "Harlowarden," Joliet, Illinois, Mr. John Skelton Williams, junior, son of Mrs. John Skelton Williams, of "Paxton," Richmond, Virginia, and Miss Florence Higinbotham, daughter of Mr. Harlow Davison Higinbotham, of Joliet.

## SYRACUSE

**Almert-Howlett**—On April 15, Mr. John Gordon Almert, son of Mr. and Mrs. Harold Almert, of Auburn, New York, and Miss Cornelia Newton Howlett, daughter of Mrs. William Marsh Butler and the late Ames Howlett.

## WASHINGTON, D. C.

**Thorne-Wallace**—On April 19, in Paris, France, Mr. Henry Sanford Thorne, son of Dr. Victor C. Thorne, of "Thornebrook," Greenwich, Connecticut, and Mrs. Melville W. F. Wallace, of Washington, D. C.

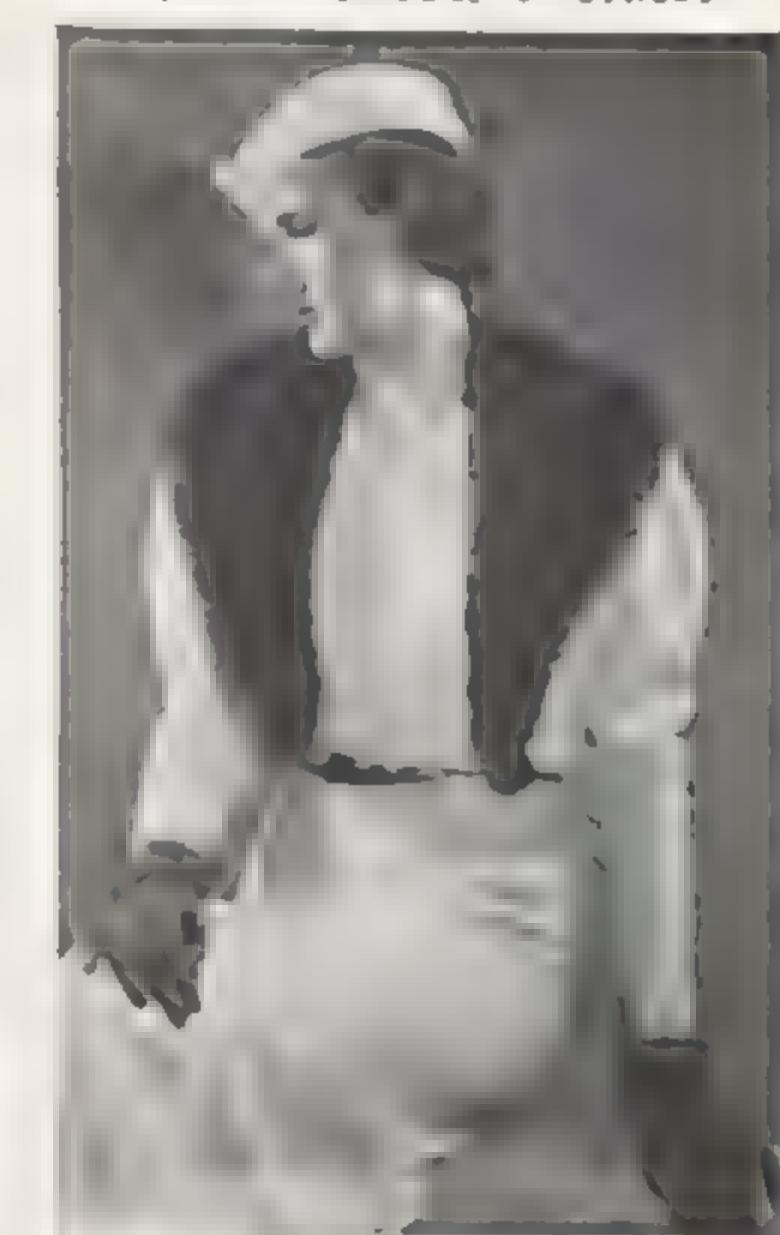
## WEDDINGS-TO-COME

## PHILADELPHIA

**Holcomb-du Pont**—On June 21, at Fishers Island, New York, Miss Jane Holcomb, daughter of Mr. and Mrs. Frederick Walnwright Holcomb, of Waterbury, Connecticut, to Mr. Pierre S. du Pont, third, son of Mr. Lamont du Pont, of "Saint Amour," Wilmington, Delaware.

## THE SHOPS OF VOGUE

**RUSSEKS**  
FIFTH AVENUE & 46<sup>th</sup> STREET



JUST ONE OF THE REASONS WHY  
ALL WOMEN WHO APPRECIATE  
CULTURE IN THEIR CLOTHES COME  
TO RUSSEKS DESIGN STUDIO THAT  
THEY MAY BE DRESSED WITH  
QUALITY.. WITH INDIVIDUALITY  
.. BUT ABOVE ALL WITH CHARM!

**Short Vamp-Round Toed Shoes**



Seventy-Five New Summer  
Shoe Fashions in Our New  
Salon  
ALL HAND SEWN  
\$10.50 and \$12.50

Designed to complement the clothes  
in recent Paris showings. **Parisian  
Bootery** creations are just what you  
need and want. High and low heels.  
Sizes 1-9 AAA to D. Booklet on request.

**PARISIAN  
BOOTERY**  
717-5th Ave., N. Y.  
(Near 56th St.)

**CUSTOM-PERMANENT-WAVES**



INDIVIDUALIZED  
SERVICE  
READJUSTED PRICES  
**J. SCHAFFER**  
590 FIFTH AVE. - NEW YORK  
BRYANT 9-7615 - BET. 47<sup>th</sup> & 48<sup>th</sup>  
THE HOTEL ST. REGIS, 5th Ave. & 55<sup>th</sup>

A  
LITTLE CAREER  
ALL YOUR OWN

Have you a little career?  
Or would you like to have  
one? Would you enjoy put-  
ting a few idle hours to work  
and earning a few delightful  
dollars? Many women whose  
social activities do not quite  
fill their days have turned to  
Vogue for their first taste of  
real business. Would you like  
to know more? Just address

VOGUE Business Bureau  
420 Lexington Avenue, N. Y. C.



## *Al Fresco!*

Bobbi



Yards and yards of gold and silver braid swathed about a satin sandal leave an utterly original cut-out at the point of the toe. Black, red or tintable white . . . 18.50

"Amusing little shoes" may dash about with informal frocks on casual summer nights, but for those unforgettable occasions when you wear your filmiest and most fragile import you will need slippers of real elegance . . . such as these Famous Fentons.



Exquisite antique brocade with gold kid cut-outs in toe and heel. Also in satin and raydore, black, red, or tintable white, piped with silver or gold kidskin . . . 14.00

# Saks • Fifth • Avenue

49th to 50th Street

New York

North Michigan at Chestnut

Chicago

# V O G U E

Copyright, 1933, by the Condé Nast Publications, Inc.

## SUMMER FASHIONS

Cover design by Erickson

### SUMMER FASHIONS

Scenario of a Paris day . . . . .	28-29
Starring stripes and checks . . . . .	34-35
New bathing-suits . . . . .	36-37
Summer hats . . . . .	38-39
Now comes the beer-garden ensemble	40-41
Original designs by a Viennese artist . .	44
Coastwise fashions . . . . .	45
Lady Smiley poses with Picasso . . . .	46
Ilka Chase rehearsing summer . . . .	47
Frocks flower in summer . . . . .	48
Those silly hats from Paris . . . . .	50-51
Clothes for you and me . . . . .	54-55
Cotton, cotton everywhere . . . . .	56-57
Two frocks in waltz time . . . . .	60
Vogue's smart economies . . . . .	61-63
Designs for practical dressmaking . . .	64, 66

### SOCIETY

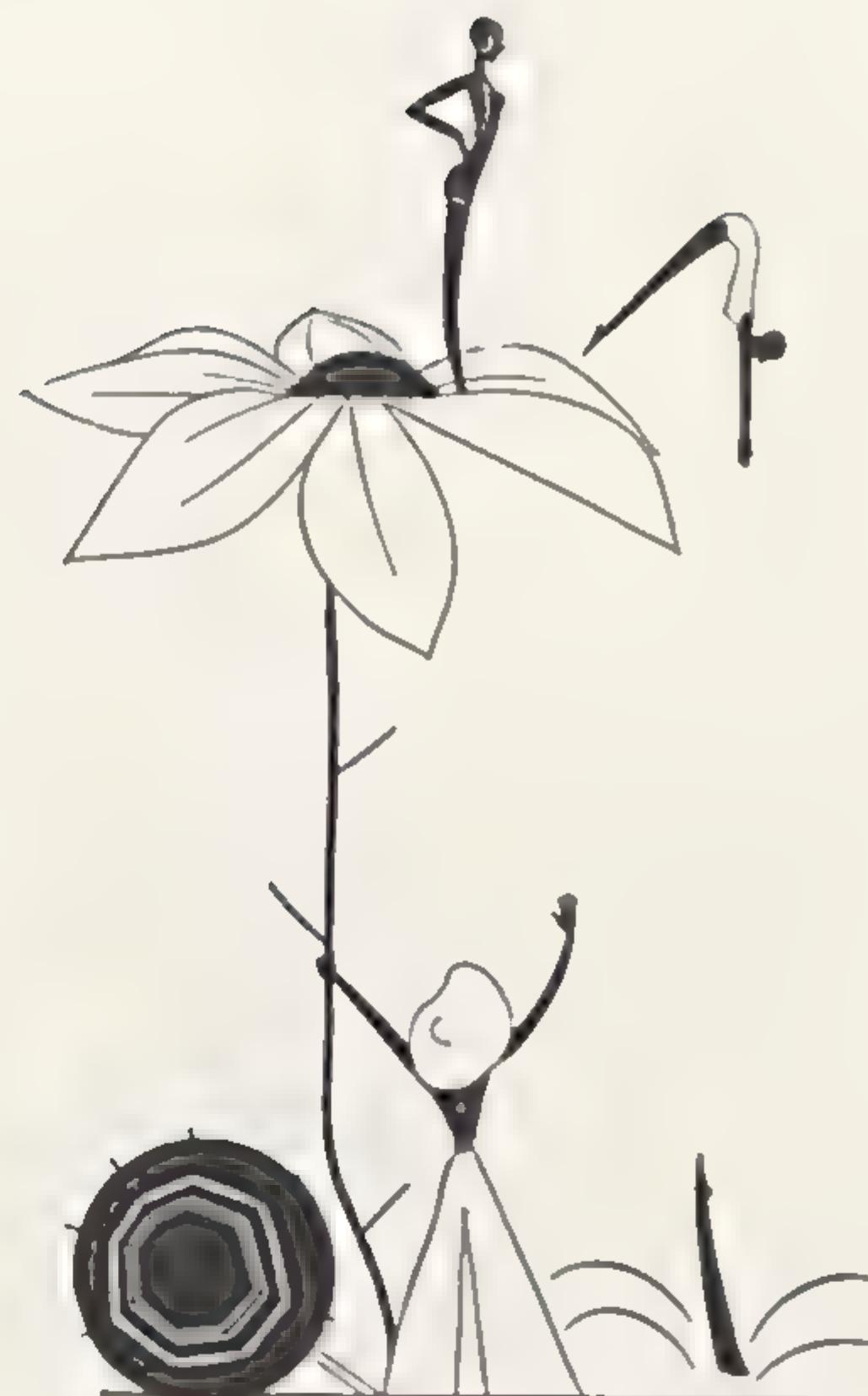
Society . . . . .	18-19
The Opera Ball . . . . .	24-27
Ice-cream and cake . . . . .	42
Champagne and charity . . . . .	43

### VARIETY

Vogue's-eye view of the mode . . . . .	23
Inside looking out . . . . .	30-31
L'Hôtel de Parieu . . . . .	32-33
Are you a gourmet? . . . . .	49
Vogue's spot-light . . . . .	52-53
High and low lights for the table . . . .	58
Shop-hound . . . . .	59
On her dressing-table . . . . .	68

### ADVERTISING SECTIONS

Travel . . . . .	4-5
Schools . . . . .	7-11
Vogue's address-book . . . . .	14-15
The dog mode . . . . .	16-17
American shops . . . . .	18-19



JUNE 1, 1933

### THE CONDÉ NAST PUBLICATIONS, INC.

Condé Nast, President/Francis L. Wurzburg, Vice-President/W. E. Beckerle, Treasurer/M. E. Moore, Secretary/Frank F. Soule, Business Manager/Printed in the U. S. A. by the Condé Nast Press/Title *Vogue* registered in the U. S. Patent Office. Executive and Publishing Offices: Greenwich, Conn. / Editorial Offices—Graybar Building, 420 Lexington Ave., New York, N. Y.—Cable Address: Vonork, New York. *Vogue* foreign addresses: London, 1 New Bond Street, London W. 1—Cable Address, Volon; Paris, 65-67 Avenue des Champs-Elysées—Cable address, Vopar.

Subscriptions for the United States, Mexico, Panama Canal Zone, Porto Rico, Hawaii, and the Philippines, \$5 a year in advance. Single copies, 35 cents. In Canada, \$1.50 a year extra for postage. For other countries, subscription prices will be furnished on request. Address all correspondence to *Vogue*, Greenwich, Conn.

Change of address—Four weeks' notice is required for a change of address or a new subscription. In ordering a change, please give both the new address and the old address exactly as it appeared on the wrapper of the last copy received.

Copyright—The entire contents of *Vogue*—text and illustrations—are protected by copyright in the following countries and must not be reproduced in any manner without written permission: United States, Austria, Belgium, Bolivia, Brazil, Bulgaria, Canada, Costa Rica, Czechoslovakia, Danzig, Denmark, Dominican Republic, Ecuador, France, Germany, Great Britain and Colonies, Greece, Guatemala, Haiti, Honduras, Hungary, Italy, Japan, Luxembourg, Monaco, Morocco, Netherlands, Nicaragua, Norway, Panama, Poland, Portugal, Romania, Salvador, Spain, Sweden, Switzerland, and others.

### THERE ARE THREE VOGUES AMERICAN, FRENCH, AND BRITISH

Edna Woolman Chase, Editor-in-Chief

Michel de Brunhoff—Editor of French *Vogue*  
Alison Settle—Editor of British *Vogue*



EN AVION

NEW PERFUME BY CARON PARIS

# Vogue's

## eye view of the mode

PROBABLY starting with "The Admirable Crichton" and continuing through "Lummox" and such, the literature of this socialistic century has more and more undertaken to show what the underdog thinks of the capitalistic wretch of a top-dog. Going on the principle that nobody cares what society thinks about society, we give, on pages 30 and 31, a symposium of opinions on the drinking classes by theatre ushers, taxi drivers, *et al.*

HERE has been some controversy among people who worry about such things, over whether the very swell would drink the new beer or demand champagne or nothing. It has now been proved that the best of us not only drink beer, but are crazy about drinking beer. Witness, at the right, the beer-bar at the Colony Restaurant, where the flower of our society finds 3.2 per cent. alcohol definitely all beer and skittles.

AS a result of Stark Young's recipe for spoon bread in our March 1 issue, we received a graciously indignant letter from a reader in South Birmin'ham, Al'bama. "His recipe is entirely too modern," the lady says. "I am enclosing one used in my family for the last seventy-five years." Though put in our places, we are unwilling to consider this century incapable of turning out a good spoon bread recipe. So, while we will send the Southern one to any of you-all, at the left, we crown Mr. Young's pet, "Miss Spoon Bread of 1933."

ANYBODY who says that women spend their time trying to please men is simply wrong. Women have shown again and again that they are going to do as they please and men can take it and like it. Gory finger-nails were an example, and men did *not* like them. Right now, Woman is proving her independence of masculine opinion by wearing hats that are definitely silly, as you will see on page 50. Although as chic as all get-out, they make men want to crawl under the table.

YOU can't keep the party spirit down. An excerpt from *Vogue* of 1893 says, "The financial crisis through which the country has been passing will seriously affect New York's social season. . . . It will be bad form . . . to make any display of wealth when so many who have been 'in the swim' are nearly ruined." Yet that decade had some pretty expensive fun. Just so we, with all our troubles, have lately cut loose with some grand parties, like the Opera Ball—shown left and described on page 25. It seems that human patience can stand just so much frugality and no more.





CECIL BEATON

**Mrs. Francis H. McAdoo and her daughter, Miss Mary Taylor**



MRS. ALLAN A. RYAN, JUNIOR, AS PRINCESS WINDISCH-GRAETZ

## The Opera Ball

THE Empress Eugénie raises her hand, and the Viennese wonder, Johann Strauss, bowing, lifts his bow and slowly draws from his violin the opening strains of the "Vienna Woods," sweet and heart-catching, while the orchestra opens and swells the pulsing rhythm. Four Empresses, she of France, she of Russia, of Austria, and of England, rise and waltz, revolving to the music as if such glamour might last on forever, as if a world might not one day end. This scene took place in New York in April, 1933.

That the opera might be maintained, the Opera Ball was given in the Metropolitan Opera House. It could not have been a more magnificent means of preserving something whose magnificence is almost all we have left of the age of grandeur. The pageant that took place was of the Court of Napoleon III., Emperor of the French, at the moment when he received at once his brothers of Russia and Austria and his sister of England, each with a brilliant entourage.

Modern society, in the most beautiful of modern clothes, filled the vast floor of the Opera House, which had been built up nearly level to the stage. Down the centre of this assembly proceeded the foreign courts, up to the throne

on the stage where Mrs. August Belmont sat as Eugénie of France. After their reception, the royal visitors and their attendants stood grouped around the Empress. Elisabeth of Austria was Mrs. Vincent Astor; and Franz-Josef, the Austrian Prince Chlodwig Hohenlohe-Schillingsfürst; Princess Hohenlohe-Schillingsfürst was Princess Hohenlohe-Schillingsfürst. The lovely young Mrs. John H. G. Pell was Victoria of England; Mrs. Francis H. McAdoo was the Dowager Countess of Mount Edgecumbe, and her daughter, Miss Mary Taylor, was the Hon. Emma Lascelles.

Mrs. Harrison Williams as the Duchess of Wellington later waltzed in rapid circles with Major-General F. H. Seymour, the Groom of the Robes—in life, Mr. Cecil Beaton, whose broad fuchsia cape billowed out behind them. Last of the foreign courts came Imperial Russia, while the orchestra played sombre Slavic music and the Cossacks stood guard. The tall Czarina walked with a carriage unmistakably imperial—the walk of all those born to rule, straight and glorious and untouchable; it was, actually, the Grand Duchess Marie of Russia. On these pages, *Vogue* publishes photographs of a few beautiful women, taken by Cecil Beaton.



THE HON. DAVID HERBERT AS LORD CAMOYS

CECIL BEATON



MRS. HARRISON WILLIAMS AS THE DUCHESS OF WELLINGTON

The diplomats, Americans, Siamese, Spanish, Polish, Tunisian; the gay young bloods of the Paris Jockey Club; the gorgeous guardsmen of the Emperors—were all there. Then, after the visiting Emperors had embraced their royal host, the greatest artists of the Second Empire had the honour to perform before this quadruply imperial court. And, though these artists bore such garlanded names as Jenny Lind, Franz Liszt, Paganini, and Adelina Patti, the modern performers who played their parts were no less brilliant and immortal. Frieda Hempel was Jenny Lind; Damrosch was Liszt; Jascha Heifetz was the Strauss who set the ball in motion with the strains of his violin at the conclusion of



the entertainment; Albert Spalding was Paganini, and Patti was played by Lucrezia Bori, the hardest worker and the spirit of the whole ball. After singing before the Empress, she ceased to be Patti and became Bori and, standing on the steps of the throne, spoke in extempore to the vast listening company—and it was because she was herself that tears stood in some eyes.

This was the first Opera Ball New York has ever had, and it was as sparkling as the legendary Opera Balls of Paris. And now that the Ball is over, it haunts people's memories as a blaze of lights, tiaras, ribbon-decorations, and music. This is the memory, but the actuality of all this pomp revived is that the Opera will go on.



## SCENARIO of a DAY IN PARIS

BY way of making you understand what we mean by all this talk about the Famous Forty and their life in Paris, Vogue has had its own movie camera take these pictures of significant moments in a day in the life of Madame Jean Bonnardel, who is a prime example of the leader of fashion. She adores clothes, and, in these pictures, you see her own wardrobe as she wears it. She is the former Mademoiselle Madeleine de Montgomery, sister-in-law of the Comtesse Louis de Montgomery.

- First (left), for a "footing" in the Bois, she displays her national feeling for black in a redingote from Schiaparelli. A red knitted sweater; a black felt hat from Marie-Christiane, beveiled; white Alexandrine gloves; a black patent leather bag from Patou, and patent leather Oxford pumps from Costa set it off.
- Next (right), she departs for the country in her Mercédès, clad in these: a brown knit ensemble from Anny Blatt; an ocelot-lined, beige wool coat from Paquin; a Patou bag; brown calf pumps from Greco. Notice her gold Cartier bracelet, worn outside Alexandrine gloves.



SCHIAPARELLI



FOR LUNCH AT THE CRÉMAILLÈRE—A PATOU ENSEMBLE



TO THE COUNTRY IN AN ANNY BLATT ENSEMBLE



AT THE RACES—A MAINBOCHER DRESS



VIONNET'S EVENING ENSEMBLE

ANOTHER VIEW OF THE ENSEMBLE

HOYNINGEN-HUENE, PARIS

- For lunching at the chic Crêmaillère restaurant, Madame Bonnardel wears a black Patou suit with a white crêpe blouse and orange knitted gilet. The corduroy-velvet Chanel hat is in white, too, as is the leather bag from Jean Patou.
- For polo, the races, and garden-parties, she wears a chic full-length Mainbocher printed ensemble in black-and-yellow. The "silly" hat is of the same material. Plus black suède Alexandre gloves, a Patou bag, and a diamond brooch from Cartier.



PATOU'S ENSEMBLE FOR LUNCH OR COCKTAILS

- At the left, you see her Patou ensemble for cocktail parties and such. It has a white crêpon tunic over black. The black picot canotier is Talbot's; the bag, Patou's; the silver fox, Paquin's; the barbaric gold bracelet, Boivin's.
- For very special nights, Madame Bonnardel wears Vionnet's stunning dress of georgette in black and pale grey with an orange sash, and, over it, the striking Moroccan cape of black crêpe lined in orange. The cape (shown in the two pictures above) goes on over the head and may be wrapped closely or thrown back over the shoulders like a burnous. Cartier's diamond bracelets are slipped over the black gloves.
- Over a dinner-table, the stiffened shoulder ruffles of Augustabernard's black lacquered lace dress are accented by Cartier jewels.
- The picture of Madame Bonnardel, in a box at the Opéra, shows her wearing a Chanel black satin dress with a pink satin yoke. Black ostrich cuffs and a tiny boa are a delightful phantasy; her diamond bracelets are from Cartier.
- Another cocktail-hour dress (right) is Augustabernard's combination of black and pale blue crêpe, worn with a Chanel hat to match.



AUGUSTABERNARD (TOP) • CHANEL



AUGUSTABERNARD'S DINNER-DRESS

# INSIDE LOOKING OUT

By Marya Mannes

**T**AXI DRIVER: Morris Gimpelowitz, Hack Badge 38907, turned and spoke through the taxi window while the metre clicked and the cab waited for some one.

"Boy, I could tell you things," he said. "I could write a book about society—the way I see it. Believe me, there ain't much I haven't seen in this cab."

"Seen? Do you keep looking back all the time?"

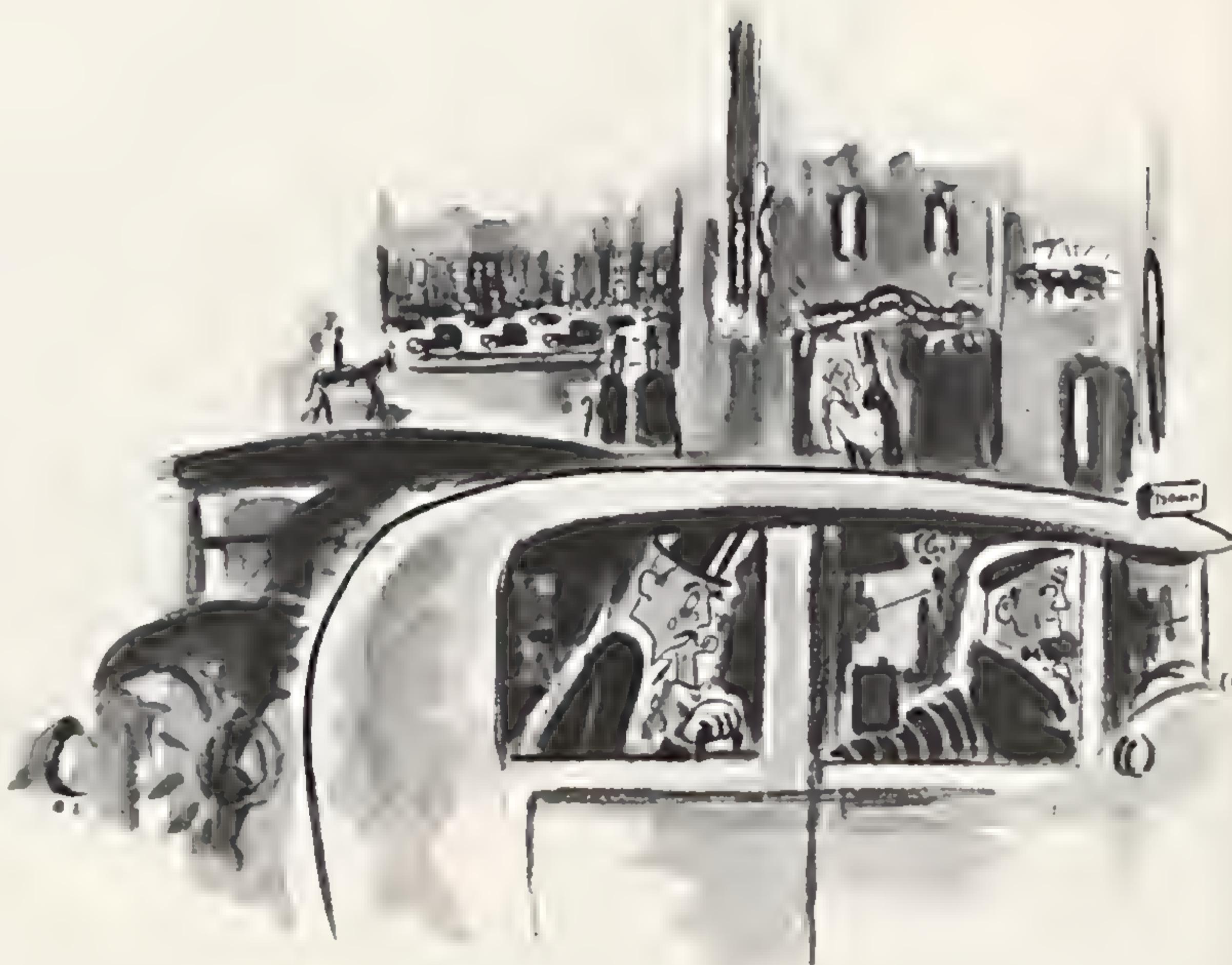
"Naw—I can tell without looking. There's signs. And then, natchaly, I see 'em come in and out."

"What do you notice most about the society people—the smart set?"

"Aw, they're no different from any one, except they dress up swell and speak in a phony way. If they're young, they ask you to ride around the reservoir same as a low-class couple. More, cause they can afford it better."

"The big difference is that society people can't ever make up their minds where they're going. That drives me nuts sometimes. He says, 'Where do you want to go?' and she says, 'Wherever you want to go,' and he says, 'I want to go where you do—,' 'Well, how about Tony's?' 'All right.' Then they tell me to drive to Fifty-Second Street. In five minutes, he says, 'No, I'm sick of Tony's, let's go up to Jack's,' and then I have to turn in the middle of a jam and get bawled out by a cop and ten chauffeurs."

"They're undecided about everything—restaurants, theatres, night-clubs. They always want to go somewhere,



THE TAXI DRIVER: "SOCIETY IS KINDA HAYWIRE"

but they don't know where. I guess it's a kinda disease."

"And the worst of that is when they're drivin' home late. They're a bit tight—or hazy—even the debbitants—and they can't make up their minds. For the first twenty blocks, they don't say nothin', so I draws my conclusions. Then it starts. The fellow says, 'Come up to my place for a night-cap' and she says, 'Oh no, it's much too late—' and he says, 'Aw, just for ten minutes.'

"Funny, it's the most re-fined-looking girls that go up to the fellow's place. The tough ones don't tumble so easy."

"They's a lot of different silences. They's the one I spoke about, where they're petting. There's the one between married couples who're sore or bored. Funny. You can tell a married couple because they don't speak going some place, and they do coming back. It's just the other way with the young people in love—they talk going, but not so much coming back."

"Gees, the fights I've heard! When people—society people—get tight, they don't care who hears 'em—or they don't know. You should hear the things some elegant dames can say to some swells in tails. Anyhow, the language the women use in this town makes me blush, honest," said Mr. Gimpelowitz. "I could spend all day being a witness in the divorce courts, if I wanted to."

"Then there are some fellers who're riding around alone and tell me their life story, and why they left their wives, and what did I think of the blonde that just got out, because they want to marry her, and sometimes they cry—honest!"

"Of course, I get more contacts with society people when they're tight than any one, except perhaps speakeasy waiters and door-men. Sometimes they're nice when they're tight. The men give you big tips and slap you on



THE ORCHESTRA LEADER: "SOCIETY TURNS ANIMAL"



THE MODEL: "SOCIETY TREATS YOU LIKE DIRT"

the back and all that. You know, spirit of brotherhood.

"Speakin' of tips, women ain't so good—that is, the older ones. Sometimes they don't give nothin', or a nickel. The young ones are better. They're careless or in a hurry, usually, and give you any change they got handy. The rich, that is. But most women don't use their beans. They never get out their change beforehand, so they hold up three lines of traffic looking for it, hand you a five-dollar bill, and then step out of the wrong door plunk into the middle of traffic, just when the lights turn, and wait for change. And then I get hell from the cops"

"It's a hard life," said we.

"Then again, men are worse about telling you how to go somewhere. If any one gives me a pain it's the guy who says, 'Now turn down on Madison, go east on Sixty-Fourth, then down Second, till you get to Fiftieth, and so on and s'on.' What do they think you're driving a cab for, anyway, to see the wold?"

"Some of the young women goin' places are fun, though. They know what they want, and they got a sense of humour. Some of 'em call me by my reg'lar name!"

"Aw, I told you—society ain't much different from anybody, except they smell nicer and are kinda haywire or phony. They's good and bad, like everywhere."

"And I live by 'em," added Mr. Gimpelowitz, candidly.

THE DANCE-ORCHESTRA LEADER: "I don't know much about history," he said, running his long, thin fingers over the keys in an aimless, but harmonious improvisation, "but I do remember about some woman called Circe who changed men into swine. Well, music is that way, too—it changes people—not into swine, exactly, but into their animal selves, or into a sort of trance that isn't themselves."



THE USHERESS: "SOCIETY PEOPLE GOT NO MANNERS"

"I see people in a trance most of the time. The faces that go past me, dancing, are like masks—masks of passion with the eyes closed and the mouth open; or just empty masks of people who're only living in their feet; and then the faces of kids who're absolutely happy—happy in an innocent way, not sexy—

"It's amazing to see how women change. Some swell society woman comes into the place perfectly dressed and made-up, not a hair out of line and every inch of her face controlled. You'd think nothing could ever make her forget her eyebrows, her mouth, the way her head moves.

"Then she gets up and dances. In a few minutes, everything drops, blurs, gets hazy, sort of drunk with something. With darkies, I can understand it, they're so near the jungle anyhow, but for a Park Avenue dame to fall apart like that (in a nice way, I mean—sometimes they improve that way)—well, it's a shock.

"Of course, some women are tight, and that makes a difference. Older women, usually. They drop, but in an ugly way. I hate to see that, I don't know, it makes me disgusted.

"As a whole, the men change less than the women. dancing. They still have to keep (Continued on page 78)



# L'Hôtel de Parieu

## Portraits of a house

GUARDED by two tiny lodges in the rue Las Cases, a pair of simply wrought iron gates open upon the court and façade of "L'Hôtel de Parieu." The meticulous restoration of this Empire house in Paris has occupied its owner, Mrs. Benjamin Rogers, for several years, with the result that it has become widely known for its fidelity to the period and its ingenuity and perfection of detail. Mrs. Rogers has wisely had its portrait painted by Pierre Brissaud, whose facile hand has perfectly depicted its varied aspects. Monsieur Brissaud's affection for the enduringly lovely decoration of his own country is as completely expressed in these sensitive drawings as in the many other similar "portraits" he has executed.

The Marquis de Rochegude says that the little pavilion on the site of "L'Hôtel de Parieu" had been inhabited by Madame du Deffand and Mademoiselle de Lespinasse. This is quite possible, since, before the opening of the rue Las Cases, all this land belonged to the nuns of the Holy Sepulchre of Jerusalem, who lodged there, in several pavilions, "*dames pensionnaires*." These ladies were called "Les Dames de Belle-Chasse," probably because, when this territory was still rural, there was always good hunting. It became very fashionable, in the eighteenth century, to retire to "Belle-Chasse"; in addition to Madame du Deffand and Mademoiselle de Lespinasse, Madame de Genlis had a pavilion there.

Mrs. Rogers's house was inhabited after 1865 by the elder Monsieur de Parieu, "Le Maître"; before that, it had belonged to the widow of the Prince de Montholon, who was one of the companions of Napoleon at Saint Helena.

The eventual tenants of "L'Hôtel de Parieu" had, naturally, somewhat diminished its original decoration. In the restoration of this careful and ordered plan, Mrs. Rogers has employed not only her own vital interest, but the aid of

Monsieur Bernard Boutet de Monvel and Monsieur Boudin of "Jansen," in Paris. The result, as depicted in the spirited paintings of Pierre Brissaud, is more than felicitous. With an inspired touch and infinite patience, Mrs. Rogers has collected for each spot the exactly right piece.

Two signed Jacob commodes made for Queen Hortense adorn the drawing-room, and with them is shown the *gouache* of the room in which they were originally used. The marbleizing of the dining-room was carefully reproduced from an old document, and, in a circular salon, Monsieur de Monvel has painted panels representing terracotta figurines in the Empire style. In the small salon, a rare Aubusson carpet with an unusual pattern of dogs and serpents is matched, by lucky circumstance, by its equivalent in the dining-room, the latter carpet having been found much later. This room is completed by Directoire chairs of original form, in clear wood, with dark inlays of animals and musical attributes.

The bedroom shown on the opposite page, with its graceful Restoration bed of the type known as "*bateau*," white walls, and blue-and-white curtains, repeats the calm colour scheme of the lustre of crystal and blue glass. The polished herring-bone floor is graced by a colourful needle-point rug, complemented by the blue-green of the cushions of the 1830 chairs. The library, with its original panelling delicately accented by slender columns, is curtained in green, echoed in the green field of the claret-bordered Aubusson carpet and the green and crystal lustre.

In the garden, a facing pair of terraces, each under its high wall, serve as the setting for late summer dinners. Here, with the guests seated at narrow tables set against each ivy-covered wall, is a manner of dining, the essence of exquisite living, which is perhaps more beautifully achieved in Paris than in any other part of this varied world.



A SERENE BEDROOM IN MRS. BENJAMIN ROGERS'S HOUSE IN PARIS



PIERRE BRISSAUD'S SPIRITED BRUSH DEPICTS THESE INTIMATE ROOMS



FORTNUM AND MASON

STEICHEN

# STARRING STRIPES AND CHECKS

**Katharine Hepburn**

**in contradictory rôles**

Here is the cinema's latest meteor, Miss Katharine Hepburn, who somehow manages to look like a forthright, clean-cut American girl, a Michael Arlen heroine, and an enigmatic Garbo rolled into one—wearing two decidedly new fashions. You see her, opposite, leaning on Colwell's crystal console, in a very sophisticated tea-gown—a long trailing Roman-striped chiffon coat over a trailing slip of raspberry chiffon, tied snugly at the waist. The jewels are from Mauboussin

At the opposite pole from the worldly tea-gown across the page is the naïve summer evening dress Miss Hepburn wears below. It closes in at the throat and covers the shoulders with hundreds of petals—like a baby's party dress—but there's plenty of Allure there notwithstanding. Made of organza, white with navy-blue squares, it ties at the neck-line and tightly around the waistline with blue grosgrain ribbon. W. and J. Sloane contributed the modern décor





### The babies are just little copy-cats

Minding the brood of babies is Nana—British to the heel, as she should be, in a flowing veil and crisp, wide-cuffed Dix-Make uniform; from McCutcheon

All three of these babies are rigged out in perfect copies of their Mammas' suits—an idea Marlene Dietrich started. See mothers' suits for descriptions

Palm Beach got the shock of its life last winter, at sight of an all-rubber bathing-suit. Here is one, of quick-drying, crinkly U.S. Rubber: Saks-Fifth Avenue

The prone mamma waving to the tiny edition of herself wears a new Meadowbrook—remarkable because it has a linen top and belt added to the jersey; Altman



### And the mothers are all linen mad

That B. V. D. cotton shirt, man-cut, on the lady combing her golden hair is the last word on the beach, supplanting the polo shirt; from Bloomingdale's

Practically acres of you see the sun in this Gantner and Mattern suit, of the superb fit and red and yellow straps (there's an infant copy opposite); Peck and Peck

A linen brassière and jersey trunks—this red suit has a constitution that the young will like; Best. Blue linen bag; wooden-soled shoes; Saks-Fifth Avenue

All linen but the belt (and that's a rope-and-anchor affair), this suit believes in navy-and-white and in Talon fasteners (baby copy opposite); Best



BENDEL • MOLYNEUX (JAY-THORPE) • PEGGY HOYT

### The hats to wear with your prints

Here are *the* summer hats of the season. That one at the top is a shallow sailor, made of a straw so rough that it forms the serrated edge and trimmed with a big grosgrain bow in the middle. You wear it down in front—and it's fun to have an elastic under your curls to hold it firmly; Bendel

You're going to see lots of big, dark hats this season, worn with formal printed frocks—a nice romantic fashion. The lowest one, above, is a very big, very simple one of black Milan straw, trimmed with wide black ciré ribbon and very straight as to brim. Molyneux designed it; from Jay-Thorpe

It has a brand-new feeling—that little Milan hat at the upper right, with its square, shallow crown and its crisp veil put on with inch-wide pleats at each side. You might wear it with any of your printed frocks, from the fluffiest summer chiffon to the most sensible model of flat crêpe; from Peggy Hoyt



MARIA GUY (MILGRIM) • DESCAT (MADAME PAULINE) • DESCAT (DOBBS)

### White hats to wear with everything

Up at the top of the sketch is the perfect all-around summer hat—made of Maria Guy's favourite novelty straw, Celtagal. Its crushed crown is high, but very young and dashing, and it looks well with suits and printed silks and summer sports clothes. You can change the band to suit the costume; Milgrim

Choose the lowest hat in white or in some dark colour—either way, you'll wear it and wear it. It's a Descat masterpiece of fine braided straw with the tiniest of brims and a plain grosgrain band as its only trimming. That casual look makes it both smart and becoming; from Madame Pauline

That hat farthest right is Descat's new version of the crushed-in crown, with a good sunshade brim. It's made of a fabric that's partly straw, and it, too, has the new extra-wide grosgrain band. A hat like one of these three is practically indispensable for summer, whether in or out of town; Dobbs



MODELS FROM BERGDORF GOODMAN

## Now comes the beer-garden ensemble

This trio look as if nothing but Pommery '21 had ever passed their lips, yet here they are about to quaff seidels of Pilsener '33. The lady at the left wears an ensemble of spotted handkerchief linen with many fine handkerchiefs sacrificed to trim the neck-line of the dress and make the collar of the double-breasted blue jacket

Sheer crêpe with the ubiquitous check makes the second dress and jacket—an ensemble with the pseudo-casual air so perfect for a quiet evening under the bobbing lanterns of a beer-garden. The dark gloves, dark bow, and pill-box organdie evening cap add just the right touch of sophistication to the costume; cap from Madame Pauline



MODELS FROM JAY-THORPE

### Clothes to wear when it's hell oder dunkel

Back to beer-gardens, back to long, nostalgic twilights when the right clothes are neither daytime ones nor evening ones, back to the big hat that casts a romantic shadow. This trend is personified by the lady with the huge Milan straw hat and the bright print frock; Jay-Thorpe hat

Light or dark is the great question of the day, and, in the second dress, the light has won out. It's a printed frock, patterned with tiny fish and trimmed with ruffles at the top to lend an air of beguiling femininity. The sailor hat, worn well to the front, has a square crown; Yvonne Ganne

Deeply Shirred at the neck, of heavy flat crêpe without a ripple (a change from the ever-present crinkle), with a jacket that flares gaily—here is the so-hard-to-find, so-grand-to-have afternoon dress in a pastel shade that's good for evenings in town. The flattering hat is from Yvonne Ganne



## ICE-CREAM AND CAKE

Paper hats, strawberry ice-cream, toy balloons, ring-around-the-rosy, wide-eyed merriment—so were baby parties in the beginning, are now, and ever shall be. So was Leslie Nast's party on her third birthday. You see her twice with Jean Atwell at the left. Bunny Gilbert wears the paper hat

Mark Hardin, Craigie Schwartz, and Louise Hitchcock are the three excited guests twisting in their chairs above, while behind them, fascinated by the Mickey Mouse movie, are (left to right) Bobby Masters, Leslie Nast, Jacqueline Benson, Peter Colin Nast, Johnny Benkard, and Bunny Gilbert





REINIE LOHSE

- This gaiety was the Spring Ball for the Babies Hospital. Dancing: Mrs. Roger Tuckerman, Mr. Frederic Cromwell; Mr. Malcolm McConihe; Miss Dorothy Kane, Mr. Charles West
- Below: Mrs. Allan Ryan, Mr. S. Scheftel, Prince Obolensky
- At the long table: Mrs. J. H. Alexandre, Mr. Richard Hall, Mrs. Morton Schwartz, Mr. Samuel Welldon, Mr. Austen Gray, Mr. Bradford Norman, junior
- Lower picture on both pages: Miss Peggy Wood, Mr. Robert H. McAdoo, Miss Lily Damita



## CHAMPAGNE AND CHARITY

Linen  
striped in  
lovely  
colours



Beach skirts with  
variegated batistes



Polka-dotted  
satin for  
evening  
in dark  
colours



Slashed-to-the-knee linen  
tennis dress plus swagger coat

MODELS FROM SAKS-FIFTH AVENUE

### Original designs by a Viennese artist

There are those who claim that the most attractive clothes (to say nothing of the most attractive women) in all Europe are in Vienna. Be that as it may, Saks-Fifth Avenue are presenting for the first time in this country a collection of clothes designed by the Viennese artist, Ernst von Dryden, three of which you see above

Like almost everything Viennese, these models (there are fifteen in all) are full of gaiety, youthfulness, and Prater-ish chic. They were made by a dressmaker in Paris, of special fabrics, like the ones illustrated, and brought over here, where copies are to be found only at Saks' Petite Moderne and Débutante shops

We flash herewith a few signals to steer you in picking shore clothes. Stand by coarse fabrics and curious colours, such as the mustard, white, and wine combined below. Hoist straw caps on your head, and anchor straw bracelets on your arm. Be on the strict watch for divided skirts and beach nightshirts

Sound the black note strongly on the beach with such things as this black ciré bathing-suit, worn under a black skirt. Launch blue-and-white striped sateen shorts; fly Schiaparelli's brilliant linen handkerchiefs. And run up matching colours in all your accessories, as in the set shown below

### Coastwise fashions





BENDEL

CECIL BEATON

### Lady Smiley poses with Picasso

Two striking pictures—one painted by Picasso (from the Dudensing Galleries), the other made by Lady Smiley, honeymooning in America, when she put on this dress and jacket with a field-flower print on white crêpe de Chine. The white sailor hat is of rough, semitransparent straw, banded with red grosgrain



CECIL BEATON

HAT AND FROCK FROM MILGRIM

Time: summer 1933. Scene: Long Island or similar backdrop. Character: Miss Ilka Chase. Props: Patou's new sailor of white toya (in plain English, a straw almost like Panama); pink crêpe dress; dotted bow and handkerchief of mousseline de soie; plants from Goldfarb; Black, Starr and Frost-Gorham jewels

### Ilka Chase rehearsing summer



## Frocks flower in summer

- These four dresses, seen at a "Spring Gala" given in Paris for charity, herald the summer with flowers and ribbons. In the first, printed organdie is combined with a satin sash tied in a huge bow
- Next. Chanel trimmed printed piqué with a garland of apple-blossoms
- Organdie, crisp and white, with drawn-threads looks younger than young in the third frock with a sash of plaid ribbon
- A sun-pleated gown from Mainbocher is of white chiffon, gay with field-flowers (right) and a shoulder garland
- Background fabrics from McCutcheon

# ARE YOU A GOURMET?

## A table game for the guest and the hostess

THERE seems to be no way to make people stop playing games. They will do it, and, seeing that this is so, the best we can do is to furnish a game that has a slight educational and mental value, in addition to being fun. In those happy, happy hours after dinner, when the game-passion gleams in every eye, as a change from Murder, from Truth, or the Adverb Game, have a whack at Vogue's little contribution to the Parlour Games of the Twentieth Century. It is called "Are You a Gourmet?" And it's a sort of intelligence test for those who think they are connoisseurs when it comes to ordering a meal.

It is possible to bring the proud heads of some hostesses low with this wicked little game. There are twenty questions, and each one rates you five on your knowledge of the nuances of eating. How much do you really know about food and feeding, anyway? If you get a score of sixty, you are an average hostess, and anything above that makes you something pretty good. If you get a hundred, you are at the top of the class in the Care and Feeding of Epicures.

1. How can you pair off the following list of ingredients so that they are amicable companions in the eyes of epicures: fillet of sole, curried chicken, Bombay duck, Stilton cheese, horseradish, white grapes, port, whipped cream?

2. What is the rating of corned-beef hash, scrambled eggs, and baked beans—would you serve them to your grandest guests or reserve them for occasions when only the family are present?

3. What are, and when do you use (a) chevril, (b) arrares, (c) kedjeree, (d) brioche, (e) borsch, (f) shallots, (g) calavos, (h) tarragon?

4. What do you expect when you order (a) Eggs Benedict, (b) Eggs Florentine, (c) Spanish omelet, and (d) Eggs à la Reine?

5. How do you feel when bonbons, layer-cake, and ice-cream are served you at tea?

6. At just what stage—before, during, or after dinner—would you serve (a) sherry, (b) *glögg*, (c) champagne, (d) *aqua vita*, (e) claret, (f) Swedish punch, and (g) Cointreau?

7. When you are lunching in a smart restaurant, are you more likely to order Bombe Surprise or fruit compote for dessert? What is the reason for your choice?



3. How do you feel about such concoctions as pineapple, nuts, and marshmallows masquerading as a salad?
9. What is the difference between canapés and hors-d'oeuvres?
10. What are the chief uses for tomato-juice?
11. When does a fruit-cup start off a dinner?
12. What is a (a) ragout, (b) a pilaff, (c) a galantine, (d) a salmi, (e) a barbecue, (f) a risotto, (g) a beignet?
13. What is the greatest culinary crime committed with a knife?
14. In what country do you get super (a) ravioli, (b) bouillabaisse, (c) *smörgåsbord*, (d) tripe, (e) *pâté de foies gras*, (f) *sauerbraten*, (g) mutton?
15. When is there no excuse for turning faint at the sight of blood?
16. Tell the difference between Béchamel sauce and sauce Maître d'hôtel; between sauce tartare and sauce vinaigrette.
17. To what type of dishes should you add sherry, and what is improved by brandy?
18. When is it that an entrée becomes a pièce de résistance?
19. What is the most important consideration in making out a menu?
20. Give a brief opinion of the following: crabmeat in alligator pear; creamed parsnips; caviar and mayonnaise canapés.

Vogue, need it be said, knows all the answers, and the answers are to be found on page 74. We anticipate that you may not in every case agree. You may refuse to recognize the canonical laws and insist on setting up a schism of your own; on the other hand, there may be reason in your contrary-mindedness. It may be just another of those great Soup-Plate versus Bouillon-Cup differences of opinion. We'd like it if you sent us any protests.

But, if you disagree, you will not be a true gourmet. The high points of food will be Everest to you—unscaled. You have a perfect right to blaspheme your palate, if you want to. But we hate to see you do it. (Now turn to page 74)



MADAME CHIESA'S TOQUE FROM REBOUX SUGGESTS A JIGSAW PUZZLE



MADAME JEAN RALLI WITH A CIRCUS-PONY PLUME ON HER SUZY HAT



COMTESSE D'EPENOUX WEARS A VALOIS FEZ (BEST)

PRINCESSE DE FAUCIGNY-LUCINGE IN A SUZY SAILOR

## THOSE SILLY HATS

ILLY hats—they are the fashion. In Paris, there always comes a moment in the spring when the smart women, as though by a secret signal, appear all at once in their new clothes. First come the hats, then the dresses.

But I can not remember when the hats have caused such a sensation. Lately, at cocktail parties, they have practically killed the discussion of war, American bankers, the Stock Exchange, and the rise of Mr. Hitler. Recently, it has been as good as a show to go hat hunting. If one arrives early and sits in full view of the door, an afternoon's entertainment is assured.

A fashionable woman now enters a Paris drawing-room amid shrieks, screams, and the tune of, "Darling, how could you!"—"I never saw that one!"—"My dear—really, you are out of your mind!"

But, if you don't have one of these silly hats, the one you are wearing looks frumpy. Respectable, yes—but, somehow, too respectable; the sort of thing the governess or your mother-in-law should wear. The respectable



MADAME LOUIS CARTIER TUCKS A VEIL UNDER HER MAINBOCHER FEZ

HOYNGEN-HUENÉ, PARIS



CHANUT GLOVES—OF SATIN

MOLYNEUX USES RED CRÈPE FOR GLOVES

## FROM PARIS

hat is not for you—unless you are no longer interested in clothes and have taken to "higher culture." Here's the situation: though you may be greeted by screams and shouts of laughter, the triumph is only delayed. After your friends have walked around and taken you in from every angle, the inevitable verdict is: "Well, I think I begin to like it." "Yes, it really is chic." "It's a success." Like your rouged lips or your red finger-nails—without the silly hat, you now appear very odd. So it's thumbs up for the silly hats.

The chic little Madame Ralli tells an amusing story on herself. She left her house after lunch wearing her newest and latest silly hat, the one illustrated at the upper right on the opposite page. It was made of straw and ribbon, and it had a miniature aigrette standing right up in front, in line with her nose. When the chauffeur saw her, he laughed (not at all proper for a chauffeur—but, just the same, he *did* laugh). Once in the car, with time to think it over, she came to the conclusion that she must be mad (if the chauffeur (Continued on page 72)

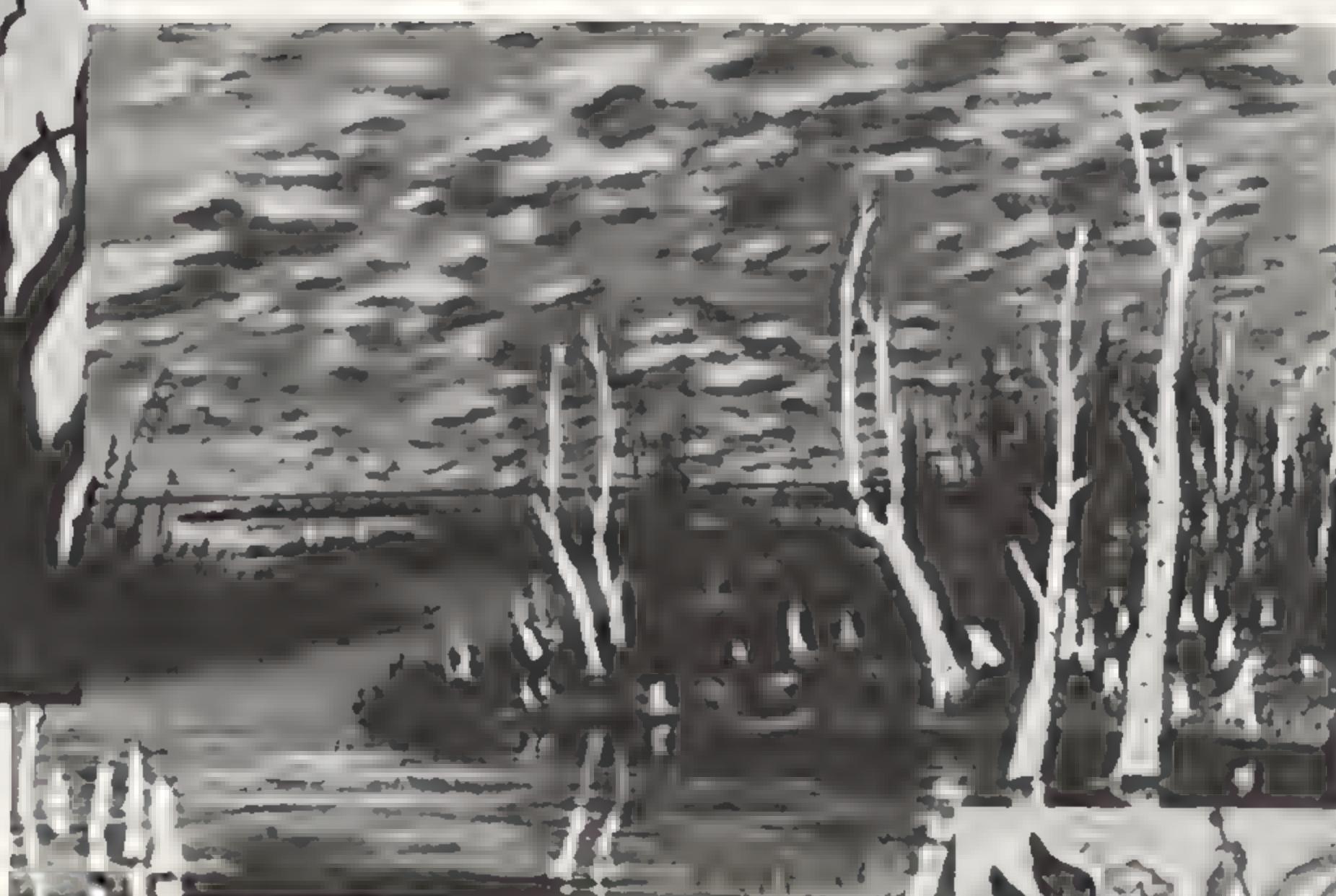


MRS. JULIAN ALLEN'S TALBOT HAT OF TULLE HAS A GOLD-FOIL BAND (LILLY DACHE)

## VOGUE'S SPOT-LIGHT



WATER-COLOUR BY PICART LE DOUX



DRAWING BY DEHN

**The summer market**

THE first breath of summer, instead of making us properly languorous and vague, has aroused an intense practicality. Hence this odd collection of pictures, whose *raison d'être* may mystify you.

It's really very simple. We figured that there would be only two reasons for buying art at this time of year (let alone looking at it) and those were to refresh the country-house interiors and to give unhackneyed wedding presents. From there we reasoned: A, that you would not want to lose a fortune in the process; B, that you might appreciate a hint or two as to the good art in this city that would suit both a country house (or city flat), your dwindling purse, and the bride.

So we rummaged around the galleries and looked for attractive pictures and sculpture priced under one hundred dollars; had a few photographed; and herewith present them to you.

The wooden bull shown at the right is one of our proudest finds. It was modelled by a Mexican schoolboy and sells for about \$30 at the Becker Gallery. Aside from this, it has all the beauty of pure, strong form and simply carved wood, and could easily be the high-point of any room. Another Becker find is the Appia water-colour of four Breton women—gay, full of the windy blue-greys so typical of northern France—for around \$50. Appia, incidentally, is one of the best European water-colourists.

The torso illustrated is by Marion Walton, whom we have mentioned in these columns before as one of the more talented American sculptors. Weyhe can get you a cast of it—in "artificial stone," just like the original—for *circa* \$50, which (Continued on page 74)



MEXICAN BULL • (RIGHT) SEVERINI STENCIL



APPIA WATER-COLOUR



TORSO BY WALTON



BALLET, RADIO CITY MUSIC HALL

# ON THE PASSING SHOWS

## Stage, by David Carb

UNTIL recently, this season had achieved but one thing that will cause it to be mentioned in theatrical history: it has established a minimum run record. Since last September, more plays have closed in New York after one performance than in all the previous years combined. And, without exception, every one that has silently stolen to the storehouse immediately after its première has deserved to go—and stay—there. A healthy and a happy condition. For, since fewer people have the opportunity to spend their money on dull and desultory soi-disant diversions, fewer will be angry at having wasted their money and evenings, and consequently fewer will discover and be content with other forms of diversion. This fortnight has established the minimum run record of the minimum run season.

**"NINE PINE STREET":** But it has established something else of greater importance: Lillian Gish as an actress, a fine, forceful actress. Heretofore, she has seemed merely a diaphanous girl wearing a halo and "walking through" a rôle. Her interpretation of Effie Holden in "Nine Pine Street" lifts her to the level of Katharine Cornell, Pauline Lord, Lynn Fontanne, and Ina Claire. It is at the same time strong and delicate, varied and consistent, dignified and intimate. And what is still more remarkable, after her cold and listless "Dame aux Camélias" of the early autumn, it radiates intense passion.

The play follows closely the famous Lizzie Borden case of the middle 'Eighties, save that Effie Holden (the prototype of Lizzie) is made "sympathetic," and she murders her stepmother with a flat-iron and her father with a (Continued on page 76)



THE LATEST DIETRICH



FIVE RACES IN "HELL ON EARTH"



JUDITH ANDERSON, GUILD STAR



GISH IN "NINE PINE STREET"



REMIC LOHSE

## Speaking of talkies

ONE very excellent Hollywood product—"Zoo in Budapest"—and one good one—"Hell Below"—have caused us to ponder a bit on the so-called artistic movies; or rather, on the problems of those organizations founded on the presentation of them.

There was a time when a tyranny of the state, or religion, or custom kept under fine artistic achievements merely on the grounds that they endangered or contradicted said institutions or conventions. Books and plays of genius were suppressed because of immorality, and good paintings barred from exhibition because of exposed anatomy. A decade ago, the motion-pictures might have suffered—and did, in several instances—from the same indignity of bigotry. Certain perfectly normal situations in the lives of men and women were *verboten*: subjects essential to the psychology of a story ruthlessly deleted by ignorant judges; and the expressions of certain nationalities rigidly debarred.

Now, however, there seems to be hardly a topic that can not be discussed or inferred with impunity, nor a scene (exclusive of clinical detail) that can not be pictured. There is, of course, a tyranny almost as great as the state of morality used to be: money. Lack of box-office appeal undoubtedly has kept a number of fine plays from the stage; and can keep good pictures from the projection room.

Can—but hardly ever does. Nothing has proved this quite so conclusively as the films shown by the various private film societies, guilds, and forums. There is a very good reason nowadays why a picture is not openly shown, and that (Continued on page 70)



### You can't do without clothes like these

For you or for me (or for the Countess Vere de Vere, for that matter), here is a jewel of a summer town dress: a navy-and-white silk crêpe with pagoda shoulders and a blue sash; from Jay-Thorpe

When July hits America, any of us marooned in town might turn to this as a life-saver. Wide shoulders take the place of sleeves, and white organdie cools off the green-and-black printed crêpe; from Milgrim

In real life hereabouts, most days wind up in quiet dinners that call for just such a dress as this: a semi-semi dress of sheer black silk crêpe, an elbow-length cape, and nice flower accents; Milgrim

You could face almost any situation from nine to six in this gay print—of black silk crêpe with pink splashes. Pink grosgrain bows and belt add to the general mid-summer air: from Milgrim

# FOR YOU AND ME

ANYBODY will admit that it is much more fun to look at fashions with a personal rather than an academic eye. Some clothes are thrilling, but, because you feel that they are not for you, a little of the joy is lost, and you look at them with the impersonal regard of a critic, rather than somebody who is prepared to dive right into them. It is all very well for the Countess de V. to wear black chiffon flounces to the races, but you and I don't live that kind of a life, and to us her dress is just a beautiful picture; you would no more think of hanging it in your closet than of wearing the orange dress of the Velasquez Infanta. But for me, and for you, and likewise for the Countess, there are certain types of dresses that not one of us can get along without. Such dresses Vogue shows constantly, and here are some, not one of which costs over \$89.50, and some of which cost under \$40. They are clothes for real life; not just for beauties or celebrities, but for you and me.



- Life here in America is almost impossible without a navy-blue sheer silk suit; the one above has an organza bosom: Saks-Fifth Avenue
- That double-duty ensemble above is something we all count on: a black crêpe dinner-dress and a printed silk crêpe jacket; Altman
- At the far left is an ensemble to wear in town or out: a white crêpe dress worn with a heavy brown silk coat; Bergdorf Goodman
- The redingote ensemble at the left centre has a navy sheer silk coat over a navy-and-white printed silk dress—good commuters; Best
- That brown-and-white zebra-striped crêpe dress has a piqué gilet and a cardigan; Saks-Fifth Avenue

# COTTON, COTTON EVERYWHERE



BEST • SAKS-FIFTH AVENUE • ALTMAN • BERGDORF GOODMAN

Wear this for tennis—it will stay put through any stroke and it's in the new, comfortable, just-below-the-knee length. Of white piqué—a tennis star, this year—worn with an orange velveteen coat

More white piqué (which you can't wear out and which couldn't be smarter) makes this tennis dress—simple and sturdy and decorative. It has a rounded back for sun-tan and a circular skirt for action

Note the return of the duster, not of linen, but of white piqué—exactly right over tennis dresses. It's unlined, but has that smart, bulky look. All the piqué on these pages is Sanforized and won't shrink

If you're young and slim and play a fast game of tennis, you'll find yourself wearing shorts—like these of white piqué, buttoned onto a trim blouse. There's a skirt, too, to button over the blouse

## IN TOWN TOO



BEST • PECK AND PECK • MILGRIM • BEST

**Piqué, Swiss, or voile—they're all washable**

Elizabeth Hawes designed Best's "All-around-the-Town," a navy-blue dress of cotton chiffon-voile in a Marshall Field print, with organdie collar and cuffs that can be popped into the tub separately

Here is a suit that will make you feel scrubbed and clean on a hot summer day—made of white bird's-eye piqué, which launders beautifully. The suit is man-tailored, with slot pockets and straightish skirt

Almost the coolest thing on earth is blue-dotted Swiss. Here, it's used in a dress with a host of little ruffles that stand out like military epaulets, giving a square-shouldered look. The jacket is sleeveless

A perfect summer standby for town or office—a dress and jacket of brown-and-white dotted Swiss, with a white collar and cuffs embroidered in brown. It won't wilt in the heat, and it's easily washed

- All especially made for their owners and very distinctive are these table decorations. Mr. James Amster, of Bergdorf Goodman, designed those at the right—a mirror plateau to hold camellias, for Mrs. Bancroft Badger, and amber and opaque glass place plates with cameo-cut monograms, for Mrs. Henry Alker
- Below is a glass and porcelain service made for Mrs. Edward T. Stotesbury's yacht, "Nedeva," by Corning Glass and Lenox Pottery, under the direction of Grace Hyman Hutchins
- The lower photograph shows a decoration designed by Russel Wright for Mrs. Leopold Stokowski. It diffuses light through glass and has a chromium trough for flowers



**High and low lights for the table**



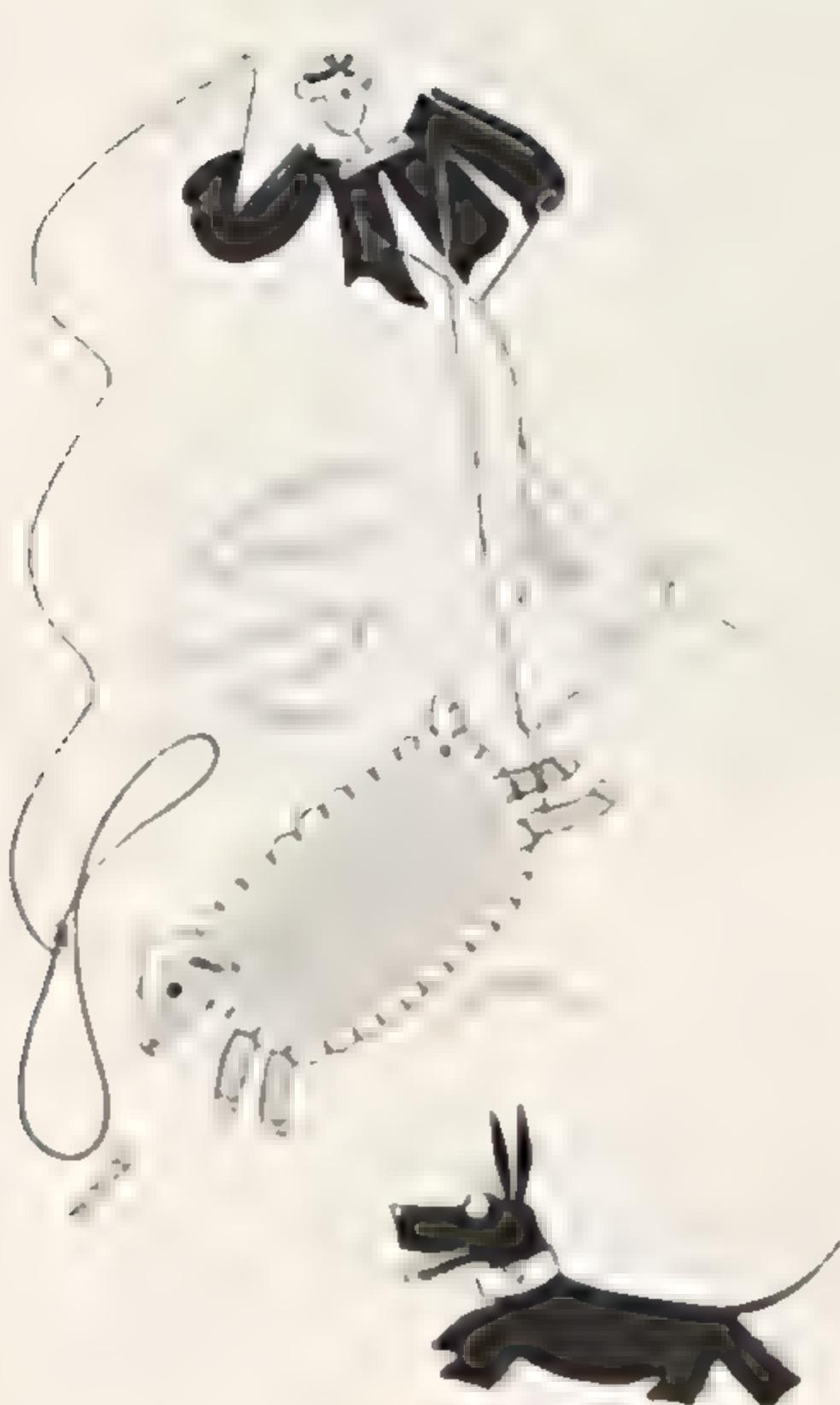
# Shop-hound

## Tips on the shop market

GRANTED that hats are a bit on the mad side, this spring—this madness turns out to be a pleasant form of paranoia, effective and oftener than not extremely flattering. High hats and low hats, big hats and practically no hats, hats with large holes in the crowns and hats made of any and every description of material. Take the head-gear shown at the right; it's from Lord and Taylor and the fabric is Forstmann's "Louisette," that comely new double sheer woollen. Among its other virtues, it has an opaque dullness, is cool and as light as that much-dramatized feather, and bears up well under the strain of being packed. Lord and Taylor make these hats to match the pastel shades of your summer coats and also in black or white. The cost is in the neighbourhood of \$12.50 each.

- What is this old-wives' tale about women always wearing shoes that are too small? Shop-Hound finds that there's not a word of truth in it. Good shoe shops have become stern; they simply won't sell a shoe that hasn't plenty of length and much toe-room. Delman, for instance, is positively fussy about fit. And, by the way, the shop has helped itself to some Forstmann fabric called "Juina," and made three shoes of it—all shown at the right. They are all the essence of comfort, with the softest of toe-boxing. The white T-strap sandal is nice for dressed-up resort wear. The Oxford has that wide-based heel that is such a comfort to the spine, and the fabric pump trimmed with leather may be had in black or brown and is a good, useful type. The two envelope bags are made of Forstmann fabric, too; also from Delman. Saks-Fifth Avenue has the fabric gloves.

- It's a busy life for Ship-Hound—keeping track of all the ocean-going liners, particularly this spring, when they have been in dry dock having their innards and some of their outers revamped. The *Berengaria* has, perhaps, done the most radical bit of revamping. She has converted what was the crew's working galley, some thirty-five feet above the water-line, into a Tudor Long Gallery. It goes on for four hundred feet, not in one straight line, but zigzag, and it makes an interesting public room and promenade in true Tudor style, with tiny shops here and there, all lending a romantic note to the fine boat. This Gallery is for the use of the Tourist class, which, by the way, is getting a big break this year. About \$110 will take you to Europe aboard the *Berengaria* in a huge outside room (in some cases with a bath) and entitles you to the use of the Pompeian swimming pool and one of the most complete sets of Turkish baths afloat. The (Continued on page 72b)



Shop-Hound spends most of her life snooping about in the New York shops. So if you need advice, write to her at 420 Lexington Avenue, New York City



ROSE AMADO

CECIL BEATON

**Two frocks in waltz time**

And now we all want to look literally like dreams at night—in floating, cloud-like, liebestraum-ish things such as Miss Mary Taylor and Lady Smiley wear in this Lavezzo setting. Miss Taylor's dress is of white organdie overlaid with lace; Lady Smiley's of white organza and black Valenciennes, sweetly dust-ruffled. Jewels from Black, Starr and Frost-Gorham

# Vogue's Smart Economies

THIS is an age of labels. Labels for emotions, for faces, for soups, for cars, for jewels. Labels to confront you in subways, in newspapers, in taxis, on the linings of coats thrown over chairs, or hats hurled negligently on sofas. Every word is a label for a thing or an idea.

So, being very much of the world, we've made a label of our own, a Vogue tag, whose appearance on a dress will mean, automatically, the choice of the Vogue fashion editors (who are difficult to please).

We designed the seals ourself. We supply the manufacturers of our chosen dresses with them. And, to foil any bootlegging or substitution whatsoever, we have these labels stamped by hand in our own offices.

We do this because we want to save you from wearing nameless, shoddy little dresses of sleazy material, run up in the careless squalor of sweat-shops. Dresses whose seams, after three wearings, will yawn apart, whose unfinished edges will fray, and whose frilled effects at neck or elbow will sag like the wings of a dead bird.

So—whether you buy Vogue's Smart Economies in Seattle, Des Moines, Santa Fé, or Bangor (see page 15)—you will see this blue-and-white celluloid tag with the silver seal dangling from them; and know, with peace in your heart, that experts in the fashion field have fingered the material, studied the cut, pondered on the value, and found all three worthy of your acceptance.

**SELECTED BECAUSE**—It (that model at the right) consists of a swagger coat, a blouse, and a tennis dress, making a week-end outfit; its sheer silk crépe is Lux-tested; and its blouse of chiffon. In misses' sizes; \$29.75

## where and how to purchase

No matter where you live—it is possible to obtain the models on this and the two following pages. Aside from the New York shops offering them, you'll find on page 15 a list of shops throughout the country where they may be purchased. If you have any difficulty in finding them, write to Vogue, 420 Lexington Avenue, New York, and we will give you an address convenient to you. Please enclose a stamped envelope



JAY-THORPE



BEST

**SELECTED BECAUSE**—(Above) It has that flowing silhouette that is becoming to every figure, slender or not; because the slight train is new; because the print is an Onondaga chiffon; because it's a dinner-dress for town or country. Misses' and women's sizes; \$29.75

**SELECTED BECAUSE**—This (below) is the sort of spectator sports dress you can't go through a summer without; because it has hand-knotted latticework; and because the silk crêpe washes perfectly. Misses' and women's sizes; \$16.75

**SELECTED BECAUSE**—For summer days in town, this silk crêpe dress looks cool, is cool, and won't go limp on you; because the linen flowers and linen belt are decorative; and because the print is a citified one. In misses' sizes; \$16.75



ALTMAN • WANAMAKER



NELSON

SAKS-FIFTH AVENUE • JOSEPH

## Midsummer Economies

**SELECTED BECAUSE**—That draw-string neck-line couldn't be smarter; that all-over hand-work, which took twenty-four hours to do, puts it in a very de luxe class; the fabric is soft silk crêpe; the colours luscious. In misses' and women's sizes; \$25

**SELECTED BECAUSE**—It's the sort of tailored chiffon ensemble you'll live in in town; the irregular polka-dot design is a refreshing change, especially in grey-and-white; and the short-sleeved dress is over a separate silk crêpe slip. In misses' sizes; \$29.75

# INFORMALLY FORMAL

## DESIGNS FOR PRACTICAL DRESSMAKING

- FROCK No. S-3639—That graceful frock below, at the left, is made of Onondaga's ciré chiffon and has a cape that turns into crisscross folds in front and ties in knotted ends in back. A slip is included. Designed for sizes 32 to 40
- FROCK No. 6366—It's made of organza—that very crisp and smart summer fabric—and it has a flared skirt and a sailor cape-collar swinging at the back. There's a soft ribbon belt, too, and it's a charming frock for informal evenings. Designed for sizes 14 to 20; 32 to 38



6358

6356

BACK VIEWS WILL BE FOUND ON PAGE 72

- FROCK No. 6358—The tucked cape makes this frock appropriate for informal evening parties—and adds lots of charm besides. The sheer fabric is mousseline de soie from Descours Genthon and Company. Designed for sizes 32 to 40
- FROCK No. 6356—Here is one of those very wearable dresses—with a hint of formality, but not too much for most daytime occasions. It's of flat crêpe, with a plastron front that forms jabots and a girdle. Designed for sizes 32 to 41



S-3639

6366

## MOST OF ALL...THROUGH THE SUMMER MONTHS

*Every skin must beware of Dryness*



ANYONE can begin the summer looking like a fresh-plucked water lily! But when August arrives what have you? A skin that crackles with dryness like an ancient Chinese parchment? Or a texture that's still adorably fresh, soft, and smooth?

Unless the oil glands are kept highly active, August will find the loveliest complexion—brunette or blonde—coarse, rough, dry! It all depends upon choosing the right way to help Nature resist the sun!

For this, Woodbury's excellent Cold Cream now offers more than the aid of a mere beauty cream! Woodbury scientists have recently injected into this Cold Cream a new Element, 576, which definitely and actively combats dryness.

Element 576, never before incorporated in any face cream, is similar in essence to the vitamin principle in foods which bring the body energy, vitality. Now Woodbury's Cold Cream with the new Element 576, arouses the skin to greater activity. And so, the little oil glands that lie just beneath the skin, secrete more actively the oil that alone keeps the surface fresh and supple, secure against the harmful thieving of the sun! We'll lay the "Loveliness Kit" against the ten cents you pay to get Uncle Sam to bring it to you, that if you regularly use Woodbury's Cold Cream this summer your skin will go through

June, July and August fresh, supple, adorably soft and smooth. The cream is 50¢ in jars, 25¢ in tubes.

*Follow this simple ritual during summer months*

*Upon rising in the morning* dash your face with the coldest water you can get! A sea plunge if you're lucky enough to be a salt!

*Before you go out into the sun* give your face, arms and shoulders a brisk once-over with Woodbury's Cold Cream. Let it stay on ten minutes. Wipe off.



Follow with Woodbury's Facial Cream. Now powder, but lightly, please!

*Upon returning to the house*, dash for the Woodbury's Cold Cream jar again. Slush the Cream on generously. Leave it till the bell for luncheon sounds. Wipe it off and be brave!—go to lunch without powdering. Let the Cold Cream work down deep into the pores.

*If you go out into the sun again* repeat the same sequence—Cold Cream first, then a very little Facial Cream and Powder.

*Upon retiring*, a warm bath with Woodbury's Facial Soap. Rinse with cold water. Massage with Woodbury's Cold Cream. Leave on all the Cream that hasn't been absorbed. Sleep the sleep of the conscience-clear, for you've done the right thing by your skin!

**FREE SAMPLE** Send this coupon now for a trial tube of Woodbury's Cold Cream free—enough for several treatments. Or send 10¢—which only partly pays the mail for bringing it to you—and we will send you the "Loveliness Kit"—with tubes of Woodbury's Cold and Facial Creams, a cake of the Facial Soap and a box of the new Facial Powder. If your skin problems due to Old Sol or any other cause are especially bothersome, check the conditions below and Janet Parker, Woodbury authority on the care of the skin, will write you a personal letter telling you what to do.

Dry Skin  Sallow Skin  Wrinkles  Coarse Pores   
Oily Skin  Pimples  Flabby Skin  Blackheads   
John H. Woodbury, Inc., 6610 Alfred Street, Cincinnati, Ohio  
In Canada: John H. Woodbury, Ltd., Perth, Ontario

Name \_\_\_\_\_ Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

© 1933, John H. Woodbury, Inc.  
TUNE IN on Woodbury's new radio program over station WEAF and N. B. C. network every Wednesday evening at 8:30 Eastern Daylight Saving Time.



## Designs for practical dressmaking

- **FROCK No. 6361**—Two tones of spongy cotton from McCutcheon Wholesale are used in this two-piece dress with a smart square yoke in sailor-collar style. Designed for sizes 14 to 20; 32 to 38
- **JACKET 6362 SKIRT 6291** Checked linen for the swing-back jacket with the new tray shoulders; plain linen for the straight skirt and separate scarf—a chic town costume. Designed for sizes 14 to 20; 32 to 38; skirt, 27 to 36
- **FROCK No. 6367**—Things to note—the striped linen, the applied shoulder bands, the circular skirt front forming pockets. Designed for sizes 14 to 20; 32 to 38
- **FROCK No. 6364**—A cool, crisp frock, of shantung linen from McBratney, is made with drop shoulders. Designed for sizes 32 to 42
- **FROCK S-3641**—Shaped trimming gives tray shoulders to a frock of Forstmann's wool cashmere. Designed for sizes 14 to 20; 32 to 38

FOR BACK VIEWS, SEE PAGE 72

Patterns may be purchased from any shop selling Vogue patterns, or by mail, postage prepaid, from Vogue Pattern Service, Greenwich, Connecticut; 1196 The Merchandise Mart, Chicago, Illinois; or 523 Mission Street, San Francisco, California; in Canada, 360 Adelaide Street, West, Toronto, Ontario. Prices of patterns are given on page 11.



Dear Mother—  
Two words from today and  
I'll be home. As a senior! You'd better  
practise being respectful. The salad forks  
and butter spreaders came last night and  
was I tickled! You're a darling. Thanks  
very, very much.

Just as soon as I get home I'm  
going to drag out every piece of my William  
and Mary Silver and count 'em over, like  
the proverbial miser with his treasure.  
Haven't I now eight of teaspoons, forks, knives,  
salad forks and butter spreaders? I think  
I've kept track of all my children.

Ann and Barb were in my room  
when your birthday gift arrived. Barb was

so bowled over that she's going to choose the  
William and Mary pattern, too. I told her to mix  
for the portfolio—The Modern Way to Choose Your  
Silver—same as the one you got for me.

Ann, you know, has already selected  
"American Director" and has received four or  
five sketches of her initials from Rogers, Lunt &  
Bowlen, specially designed for the engraving  
of her pattern. It seems they do this  
without charge—and the designs are  
marvelous. Ann says they're just the  
nicest sort of people to do business with.  
I'm going to write them as soon as I get  
home.

Can't wait to see you all. Thank  
Daddy for the check. Much, much love  
to you both.

Alice

IT HAS long been a pleasant custom for a mother to build for her growing daughter a service of solid silver tableware, a few pieces at a time—as gifts on birthdays and at Christmas. And each year, as the set increases in size, the additional pieces cause added pleasure and enthusiasm.

Rogers, Lunt & Bowlen have always realized a very definite responsibility in the building of these sterling services. First, they know that the designs must be worthy, that they must be based on sound decorative art, so that they will always be in perfect taste—always beautiful.

Then, the silver must be of ample weight and the craftsmanship worthy of a cherished heirloom. And, very important, the pattern must be carried in stock year after year, so that even when "she" has a home of her own, she can still continue to add to her service and some day, perhaps...the Tea Set, Candle Sticks, Goblets, Center-piece, etc.

You will find TREASURE Solid Silver measuring up to all these requirements, and more. The designs are of exquisite beauty, and though the styles are of wide variety, each one is in excellent taste. You may see them at your jeweler's.

Write for a copy of "The Modern Way to Choose Your Silver". You  
will find this booklet most helpful. Please address Department A-11.



Granado—Early American Style, Engraved—  
Mary II—Coronet—American Director

William & Mary Style  
Sterling



**ROGERS, LUNT & BOWLEN** • *Silversmiths* • **GREENFIELD, MASS.**



# France

This land of personality invites you to partake of her daily life...a life of cultured happiness, a life where the joys of today are curiously mingled with the romantic memories of yesterday. Versailles with the fountains playing...twilight in the Bois...moonlight over Sacre-Coeur...Longchamps for that June classic, the Grand Prix. Deauville, Biarritz, Dinard, La Baule, Vichy, Le Touquet decked with gay casinos...tennis courts...golf courses and polo fields make a chic spectacle. The Riviera, jeweled with red roofed avenues and sparkling beaches...Corsica just beyond the horizon, set against a background of palms and sheltering hills. Villages nestling in the Pyrenees like colorful toy towns...the Alps of Savoy, rising to the majestic snow-crowned summit of Mont Blanc. Follow the Rhône through Provence...the land of the Troubadours...lordly Avignon, past the Palace of the Popes and on to the Camargue country. Alsace-Lorraine where the old provincial costumes may still be seen along the great wooded humps of the Vosges. The tower-ridden valleys of the Loire make romance and medieval fable live again. The famous "cures" of Luchon, Chatel Guyon, Brides, Aix, Evian and Vittel make getting well and keeping young a pleasure. The finest and fastest trains with tariffs of less than two cents a mile...hotels, villas and pensions suited to every purse...live gloriously for a few weeks and store away memories that live a life-time...acquire the culture that distinguishes a person well-traveled. Your travel agency will gladly plan an itinerary.

**RAILWAYS  
of  
FRANCE**

1 East 57th Street N.Y.



MARTINUS ANDERSEN

Here is some new dressing-table equipment, novel in design and modest in price. It is of English harewood and Circassian walnut and is available in New York from Berri

## ON HER DRESSING-TABLE

ANY one who doesn't already know the Floris perfumes from England should remedy that lack at once. And the place to make or renew their acquaintance now is Fortnum and Mason, which has imported the complete series to the New York shop. Here is practically every flower scent you've ever loved, and it's something of a pleasure to know that such simple fragrances as "Red Rose" and "English Violet" still go right on being enchantingly lovely in the midst of this fantastic era in nomenclature. Aside from the perfumes, which will delight your heart, there are bath essences on such refreshing notes as rose geranium, lemon, and thyme, the huge bath bowls that are grand accessories for de luxe bathing, and the famous men's hair dressing, which no well-turned-out Englishman worthy of the name would ever be without. Perhaps you have had an idea that these Floris things are expensive, and, if so, it will come as a pleasant revelation to know that they can be had for nice moderate prices.

And, now about *les beaux yeux*—are they as entirely *beaux* as they should be? Kathleen Mary Quinlan, who is always doing eye-opening things in the beauty world, has a new preparation known as eye wrinkle masque. It is a smooth and wonder-working cream, made of oils dripped one within the other. The action is very gentle—it takes a full hour for it to dry, and an ideal way to use it is to allow it to stay on overnight. You whisk it off in a solid strip, and view yourself with new eyes in the morning. All the minute nerves and muscles about the eyes have been stimulated into action, and the tired look has vanished. Another very special use for this masque is on the lines that form between the nose and corners of the mouth. Nothing will eradicate these lines entirely, but the masque is remarkably efficacious in combating and preventing them. At present, this new preparation is avail-

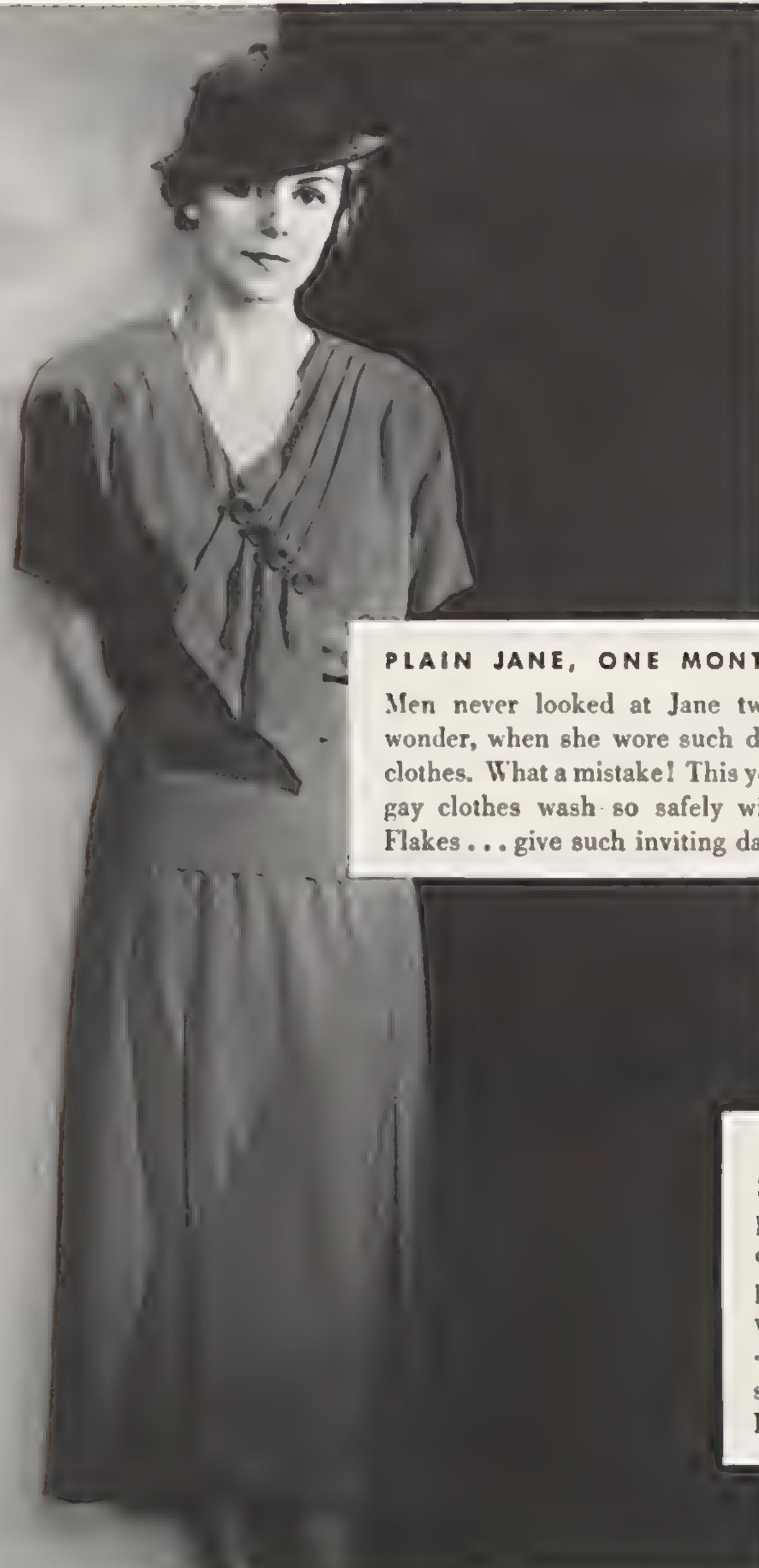
able only in Miss Quinlan's salons, where you can have it as a treatment that sends you forth starry eyed, or buy it to take home. Another innovation from Miss Quinlan is a beauty box for quick rejuvenation. In it is a jar of the famous strawberry cream for reviving, facial oil for softening, make-up lotion for beautifying, and powder for the finishing touch—a combination bound to produce a lot of beauty. This you can buy in the better shops.

Scandia-Jourde has moved her treatments and preparations into the debonair salon of Michael of the Waldorf. There you are put into a room all done up in Scandia blue, your hair is tied up in a pink gauze cap, and you are ministered unto and made beautiful in the well-known Scandia manner. There are two new products from the hands of this firm, a cream that is intended especially to combat a wrinkled neck and a gay new box of flower-fragrance bath powder, all tied up with a fine big bow. The latter two you can buy at the toilet-goods counters in many of the better shops, as well as at the Waldorf.

Charles of the Madison in East Fifty-Eighth Street is as much concerned with the health of your hair as he is with the smartness of your coiffure. For the particularly annoying condition when the scalp is given to flaking, he has prepared an Emerald Dandruff Tonic, which is remarkably efficacious in banishing the evil, without being in the least obvious on the hair. This tonic is available only at the salon in New York City.

From among the inclusive series of Comtesse d'Orsay preparations that you are seeing in all the shops these days, there are two items that stand out like shining stars. One is the skin-toning lotion, which is a misnomer in a sense, since it accomplishes more than you expect from the usual toning lotion. It is a milky lotion that is not only mildly astringent and stimulating, but is softening as well. You put it on (Continued on page 70)

# How Jane changed from "PLAIN" to "PRETTY"



## PLAIN JANE, ONE MONTH AGO

Men never looked at Jane twice! No wonder, when she wore such dark, dull clothes. What a mistake! This year's new gay clothes wash so safely with Ivory Flakes . . . give such inviting daintiness!



## A KNOCKOUT TODAY!

Same girl dressed by leading fashion expert in an outfit that costs less than the one at the left! Economical! Yes, and practical, too—because everything Jane is wearing has been washed with Ivory Flakes — pique hat, red-white-and-blue linen suit, pique gloves—also handbag! Ivory Flakes keep clothes fresh and alluring!

S

*Suit from Lord & Taylor, New York. This entire outfit has been washed with Ivory Flakes, just as salespeople in fine stores advise*

Don't resist the new clothes that are as jaunty as all get-out. Just be sensible when you buy them and ask the salesgirl if they will wash. Follow her advice when she says, "Yes, but to be safe, wash them with Ivory."

Salespeople are that way about Ivory Flakes—awfully partial, because they know that Ivory Flakes are made from pure Ivory Soap, the soap that's safe for a baby's skin—hence it's *safest* for your saucy silk prints and pastel cotton frocks and fuzzy-wuzzy sweaters!

Ivory Flakes are made for lazy girls who want instant

suds. Does that mean *you*? Try those tiny *curls* of soap—see how fast they twinkle into thick suds in lukewarm water. Keep away from *flat* clinging flakes—they cause soap spots!

Remember what *Vogue* says, "The girl with a lot of uncared-for dresses is dowdy. The girl with a few dresses, in immaculate condition, looks smart." Something to think about, girls. Better buy one of those bargain boxes of Ivory Flakes today, and start dipping your pretties through Ivory suds every night!

**Salespeople everywhere say:**  
**"Wash it with Ivory!" 99 $\frac{44}{100}\%$  pure**

**IVORY FLAKES**



## Fight summer colds —make \$1 equal \$3

**PEPSODENT ANTISEPTIC** is 3 times as powerful as other leading mouth antiseptics. Hence it goes 3 times as far. And whether you buy the 25c, 50c, or \$1 size, you still get 3 times as much for your money.

HERE are other good antiseptics on the market that will help you escape colds . . . but they cost three times as much to use. That's the great advantage Pepsodent Antiseptic has.

### Only two kinds

When fighting sore throat colds and Bad Breath (Halitosis), remember there really are only two leading kinds of mouth antiseptics on the market. In one group is the mouth antiseptic that *must* be used *full strength* to be effective. In the other group is Pepsodent Antiseptic—utterly safe when used full strength, yet powerful enough to be diluted with 2 parts of water and still kill germs in less than 10 seconds.

### Makes \$1 equal \$3

Pepsodent Antiseptic is at least three times as powerful as other

leading mouth antiseptics. Hence it goes three times as far—gives you three times as much for your money—and gives you extra protection against stubborn colds, throat irritations, and infections. Insist on Pepsodent Antiseptic—and be sure! Be safe—and save

### IMPURE BREATH (Halitosis)

The amazing results of Pepsodent Antiseptic in fighting sore throat colds are equaled by its effectiveness in checking Bad Breath (Halitosis).

#### Some of the 50 different uses for this modern antiseptic

<b>Sore Throat Colds</b>	<b>Cuts and Abrasions</b>
<b>Head Colds</b>	<b>Chapped Hands</b>
<b>Smoker's Throat</b>	<b>Dandruff</b>
<b>Bad Breath</b>	<b>Skin Irritations</b>
<b>Mouth Irritations</b>	<b>Checks Under-Arm</b>
<b>Irritations of the Gums</b>	<b>Perspiration Odor</b>
<b>After Extractions</b>	<b>"Athlete's Foot"</b>
<b>After Shaving</b>	<b>Tired, Aching Feet</b>

# Pepsodent Antiseptic

## ON HER DRESSING-TABLE

(CONTINUED FROM PAGE 68)

after cleansing, for example, and then remove it thoroughly before your powder foundation, thus adding a softening step to your make-up procedure. Or, better still, if your skin is the type that requires a light emollient, let it remain on overnight. For the dry-skinned contingent, there is a skin food and tissue builder that is rich in softening oils and unguents. The newest d'Orsay fragrance is a lovely gardenia, clear and sweet, a very faithful reproduction of its name.

Cream depilatories are not what they used to be. From rather terrifying, clay-like mixtures, they have been

developed into creams as white and smooth as a facial cream. And, now we have Albastan, a depilatory that removes the last objection to hair-removers of the old-fashioned type—that of a disagreeable odour. There just isn't any odour to this new preparation, either while you use it or afterwards. It makes the hair fall off at the skin surface and leaves the skin soft and lighter in colour. If you have previously wielded a razor to banish superfluous hair, Albastan proves most successful after a third or fourth application. At most drug and department shops.

## SPEAKING OF TALKIES

(CONTINUED FROM PAGE 53)

reason is not audacity, or realism, or exoticism, or indecency; it is, in most cases, inferiority. Bad photography or a dull story or no story at all; lack of continuity, bad acting, pathological trivia.

No one realizes this more than the individuals engaged in the search for unusual suppressed or censored films. The world now is, perhaps, only too open to anything new or strange to exclude it on grounds of daring. Sooner or later, it will give that thing—book, play, or movie—to the public. Whether the public likes it or not is another question. We do not for a moment assume that mass taste is any higher now than it used to be. But we do insist that, since garrets have been torn down, genius—or near genius—has been forced into the open, there to stand or fall.

"Zoo in Budapest," a Jesse Lasky production for Fox, far exceeded, artistically, any picture made in a shed by earnest and Freudian photographers. The actual photography, whether of animals or people—was of surpassing beauty in texture and composition; scene flowed into scene with effortless line and poetry; and the human interest (Loretta Young, in particular) was handled with a tenderness and elusiveness truly amazing. The technique as a whole was German, in its leisurely tempo and sensuous attention to detail. The creators of "Zoo in Budapest" were not afraid to linger on the silver radiance of cranes etched against night lagoons, or on the restless stalking of lions. From casual incidents among beasts and men, the film built up slowly to a roaring climax of rampage and savagery and confusion. The film lacked nothing but cheapness, lust, and fashion—which may prevent a long run in the sticks. In any case, we urge you to catch it when you can. It is a memorable, lovely picture.

Two things distinguished "Hell Below": unprecedented shots of submarine warfare under water, and extremely funny scenes among sailors, notably the one in which Schnozzle Durante boxes a kangaroo. The exciting technical achievement of the picture is the sinister and continuous fusion of the sound of metallic power and the rush and hiss of water. This, together with the muffled thunder of depth bombs grazing the sub's nose,

proves emotionally exhausting and makes one grateful for the relieving ribaldry, ill-timed as some of it is.

The main criticism of the picture might be an ethical one; in that it glorifies insubordination and makes a hero of an undisciplined weakling. But that is a fairly American manifestation. Our country thinks of authority as tyranny and of discipline as a stuffed-shirt theory entirely opposed to glorious democracy. (If I am as good as you, why should I obey you?)

In another way, Americanization made "Reunion in Vienna" a callous, fumbling travesty on European aristocracy. This was not entirely Hollywood's fault. Mr. Sherwood's successful Guild play showed an utter ignorance of the true terms and emotions of the old-order Viennese. John Barrymore's impersonation of the irresistible former Archduke was by all odds one of the crassest and most charmless performances of the screen; and even Diana Wynyard fell far short of the necessary glamour. Director Sidney Franklin completed the work by producing a "Viennese" atmosphere so synthetic and false as to be ridiculous. The tragedy of the Hapsburgs and the downfall of aristocracy are no subjects for clumsy humour. The triangle plot of psycho-analyst, wife, and former lover was sufficient to the play; and in itself very amusing.

The still of the five soldiers on 53 is from the sensational German war-film "Hell on Earth," which is being released through the Oliver Sayler office, after a long history of censorship and red tape. Directed by Victor Trivas, and acted by a veritable league of nations (Ernst Busch as the German, Vladimir Sokoloff as the Jew, Georges Peclet as the Frenchman, Hugh Douglas, English, and Louis Douglas, Negro), it is heralded as an entirely new and very marvellous conception of the war-crime. The National Board of Review and several prominent individuals have called it the greatest disarmament picture ever produced; and sponsor it in this conviction.

At opposite poles, behold the irresistible Marlene on the same page, as she appears in Paramount's "Song of Songs." As you may deduce from the costume, it is not based on King Solomon's deathless anthem of love.

# White Magic

BY BERGDORF GOODMAN



## "LUX keeps chic white accessories fresh as new-fallen snow"

• Swish of 1933...these flattering white accessories of frilly organdy and crisp piqué . . . Bergdorf Goodman offers, as smart New Yorkers expect, every Paris ingenuity, and many of their own exclusive creations.

Chic! Yes, "but," Bergdorf Goodman cautions, "they must be immaculately

fresh...Lux keeps their exquisite daintiness above reproach. These sheer, pure flakes are white magic to cleanse *safely*.

"Don't risk cake-soap rubbing or ordinary soaps which may have harmful alkali...For all fine fabrics we urge the use of gentle Lux to keep them crisp and spotless as new—twice as long!"

- Center, organza jacket with hand-rolled frills.
- Upper left, white organdy gloves, frilled vestee, cuffs . . . Upper right, Suzanne Talbot's chic piqué set of hat, scarf, gloves.
- Lower left, white wide-wale piqué tie collar and cuffs; purse of white linen crash . . . Lower right, Lux Flakes—indispensable to keep fine fabrics, lingerie, stockings, like new. You know—anything safe in water is safe in Lux.



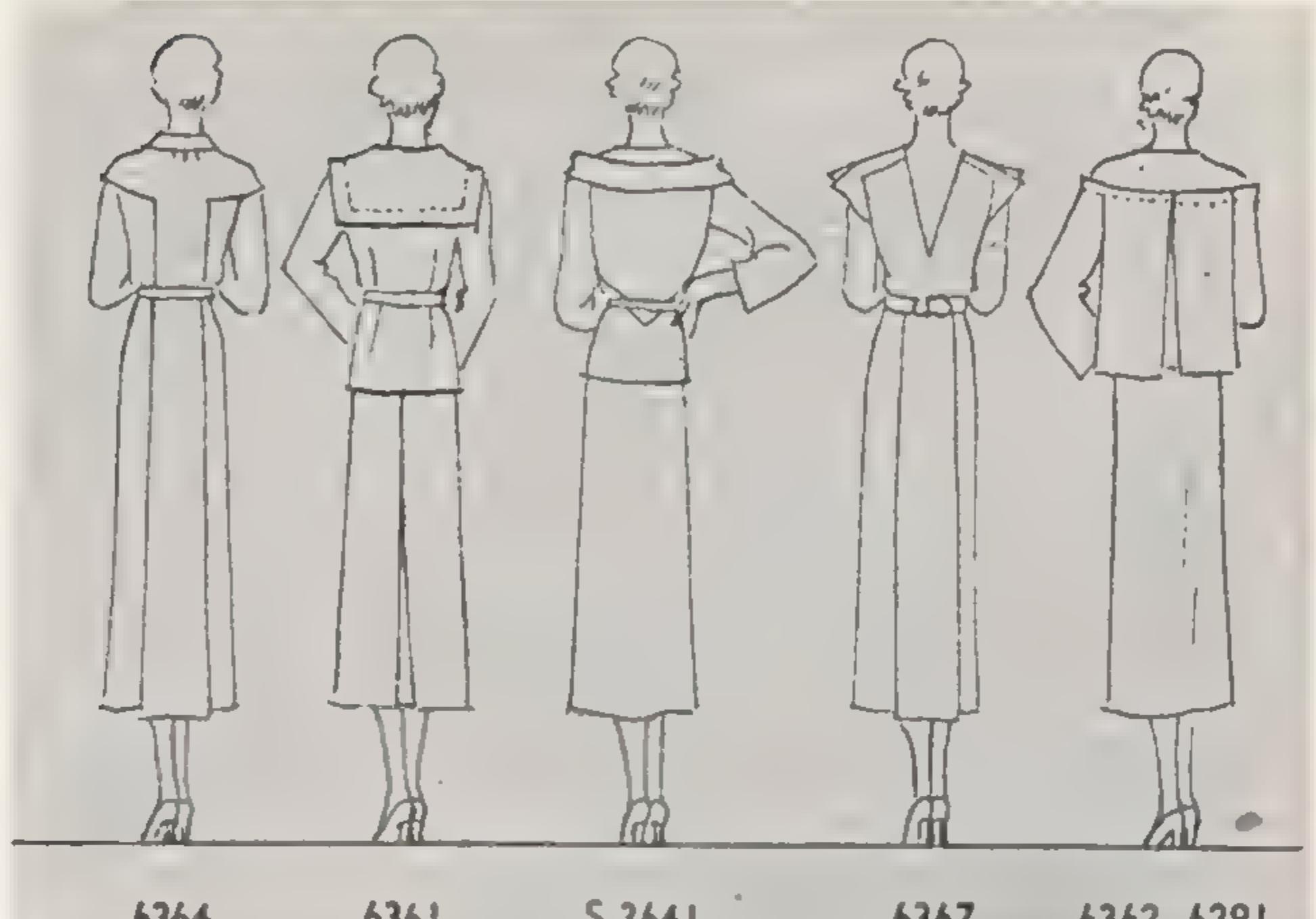
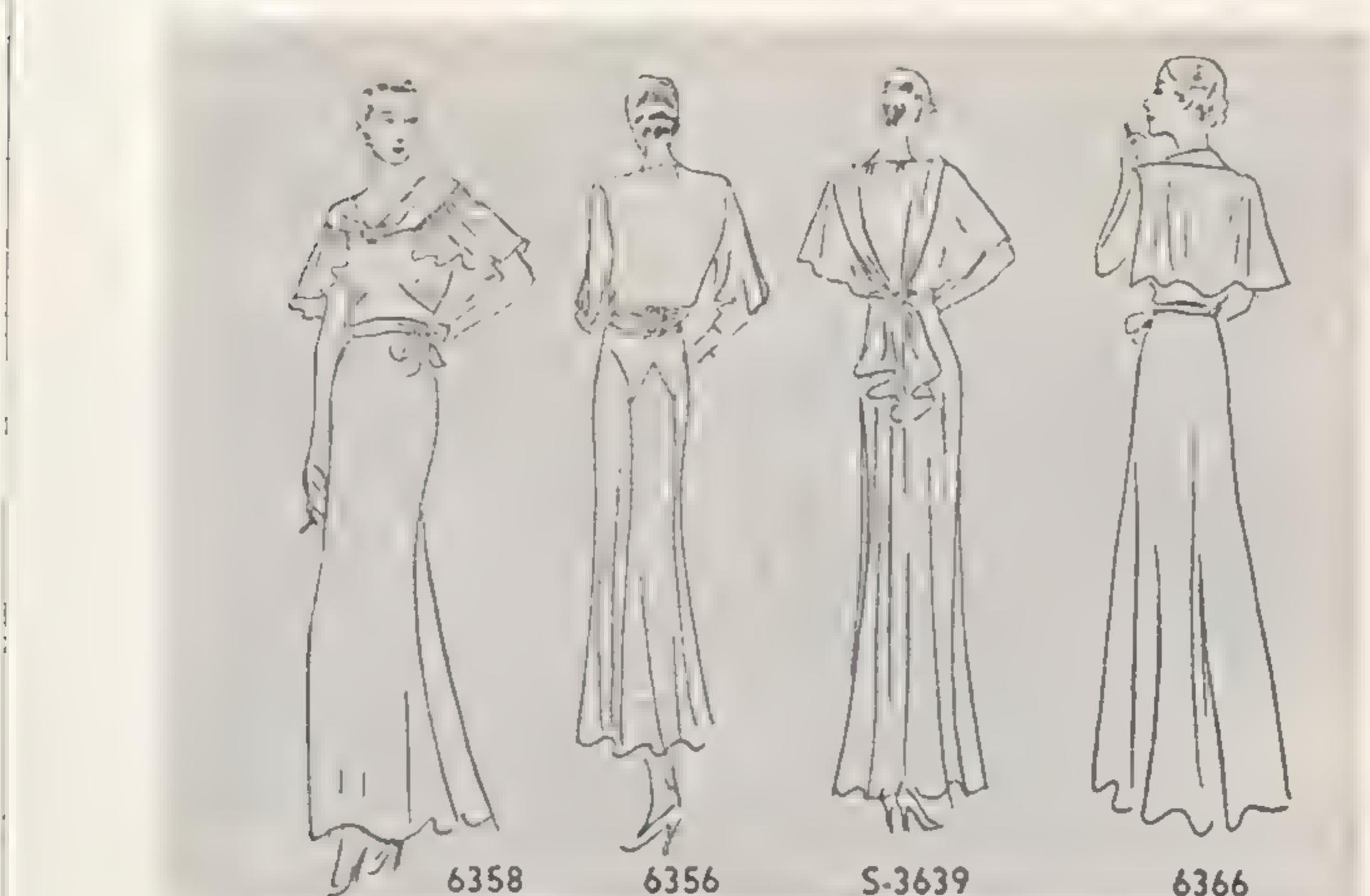
**FOIL THE  
SUMMER BANDITS WHO  
STEAL BEAUTY**

Don't pay with your *face* for happy Summer hours! Counteract the pore-invading dust of motor and train travel, foil the scorching wrinkle-making sun of beaches, links, and tennis courts, with Marie Earle Essential Cream! In just *one* jar you find the famous *two-purpose* Cream—a pore-deep *cleanser*, a muscle-deep *nourisher*. It refines the skin's texture, and helps the circulation to repair facial tissues. Whether you pack for a week-end or a Summer, this is the most *competent* and *compact* facial care you can take: \$1.90, \$3.50, or \$5.75—at better shops.

*Marie Earle Salon Treatments:*  
714 Fifth Avenue, New York

*Marie Earle*

**DESIGNS FOR PRACTICAL DRESSMAKING**



- The top row of sketches gives you a second look at the frocks shown on page 64. Note the fulness of the skirts and chic shoulder width
- In the lower row, you see back views of the models shown on page 66—all interesting as to their shoulder-lines and well-cut as to skirts

**THOSE SILLY HATS FROM PARIS**

(CONTINUED FROM PAGE 51)

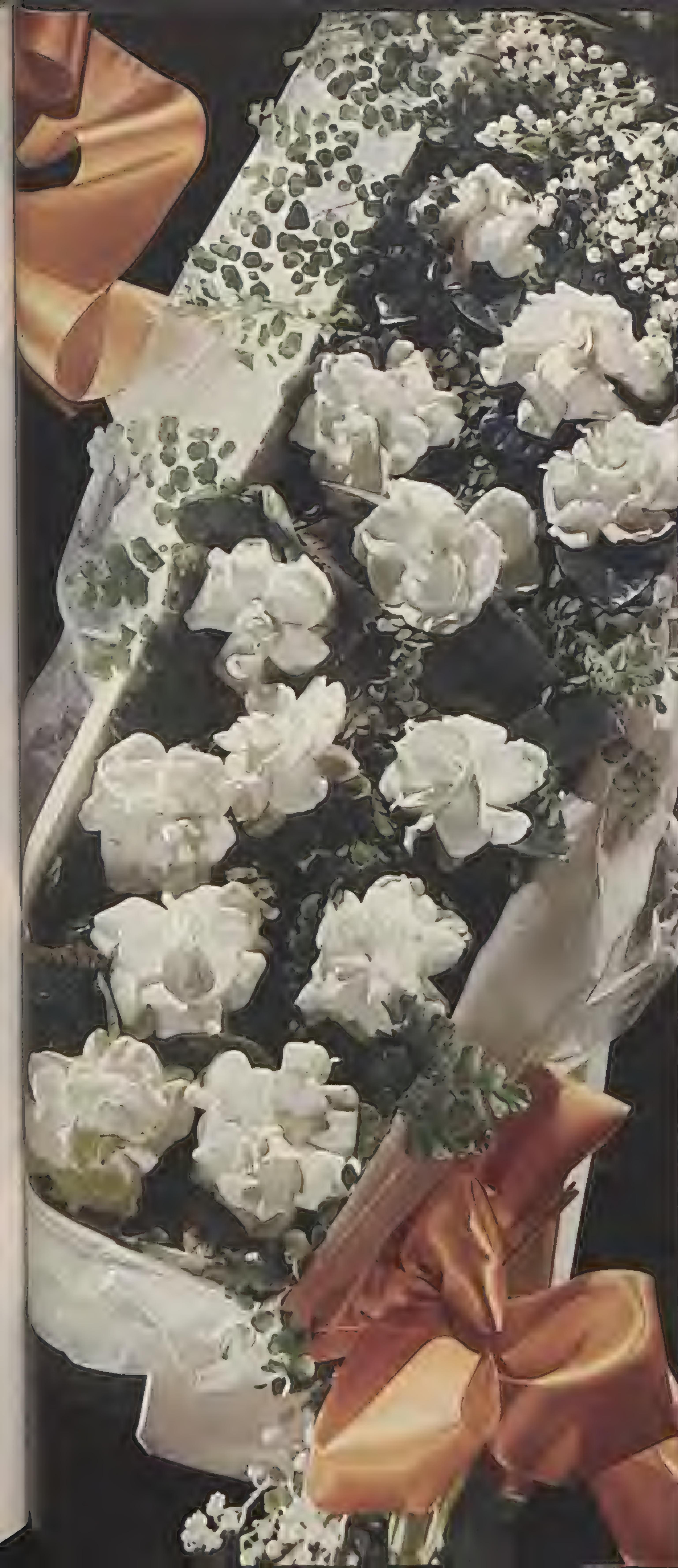
could laugh, she was certain she was mad). So, at the first shop she came to, she borrowed a pair of scissors, ripped out the aigrette, and concealed it in her bag. (When she came out of the shop, it was the chauffeur who thought he was mad, for he couldn't believe his eyes.) The rest of the afternoon she spent trying the aigrette—first putting it in and then taking it out. I saw her at Lady Mendl's—and every time I looked at her, she was plus, or minus, the aigrette.

But her hat is no sillier than lots of others. Look, for instance, at Madame Chiesa's, in the photograph at the upper left on page 50. It's made of odd little bits of brown and white feathers, fitted together like a jigsaw puzzle, and it's worn perched on one side of her head. And the Comtesse d'Epenoux's black straw fez (on the same page), falls crazily over to one side. As for the Princesse Jean-Louis de Faucigny-Lucinge's sailor—shown just beside it—it is worn perched on one side of her head and has a perky bow tacked on at the back; while Mrs. Julian Allen's black tulle cinema hat has a gold band across the brow made from the metal tops

of champagne bottles—of all things! But, oh, what a joy these silly hats must be! I know, for I have discovered a secret about women—hats are their never-failing consolation. If they lose a sweetheart, they buy a hat. And, if they acquire a new one, they buy two hats. Either way, it's fun.

There are the gloves, too—not a bit less surprising. Would you ever have thought of wearing satin gloves, a year ago? But satin is the material of the longish Chanut gloves shown on page 51, in black and in white. And the photograph below it shows Molyneux's gloves of red crépe, for day.

Not long ago, I wrote that this was the year to "be yourself." Well, look again at the photographs on pages 50 and 51, and you will see that I was right. None of the models are conceived after any set standard. Even if you want to be conventional, you can't be: who would you follow? If you pick out Mary Jane to follow, you will only look like Mary Jane. Compared with Mary Rose, you will look just as odd as Mary Rose does, compared to you in Mary Jane's hat. There you are, and you might just as well make the best of it. "HIM"



*"I do . . .*

It may have been but a decade ago . . . or it may have been in the beautiful 90's . . . but sometime, somewhere, a young man stood in the soft light of a Junetime morning . . . and repeated the words . . . "I do." . . . Since that time he has fought, without interruption, for the place in the world he wants his family to occupy. . . . And it may be that, out of the struggle, he has lost a bit of the sentiment that used to abide in his heart . . . for success is a jealous master and exacts great servitude. . . . But not when the Junetime comes . . . and, with it, that anniversary of *another* Junet . . . Then the work-a-day world, with its many tasks, is cast abruptly aside, and sentiment—pure and simple—rules in his heart once more. . . . And, because there are literally thousands of him, doorbells are ringing this June throughout America . . . and smiling boys in uniform stand, hats in hand, with the proof of remembrance. . . . And along with the beautiful flowers, and the boxes of candy, and the other tokens . . . some of those brides of other Junes will receive the titles to new Cadillacs . . . and for them there will be no other June like this—save one alone. . . . There is a Cadillac dealer in your community—long practiced in the art of keeping a secret. . . . Why not go see him today. You can trust him not to tell!





For the first time—  
**Figure-Control  
in swimming suits**

Jantzen has created amazing new Molded-Fit swimming suits that fit like another skin—and have actual figure-control to a surprising degree.

Marvelous new fashion fabrics knitted from Jantzen Miracle Yarn have made true molded fit a reality. They have a lightness and a softness you have never before known. They are elastic in all directions. These new Molded-Fit Jantzens cling to the body gently but firmly. They mold and hold the figure in beautiful lines. They bring you a new conception of freedom, fit and beauty in a swimming suit.

See these Molded-Fit Jantzens in the new Featherwool, Sun-Tweed and Krinkle-Knit fabrics at your favorite shop or store. \$5.00 to \$9.50. Standard Jantzens \$3.95.

**THE KERCHIEF**  
An exclusive "bandana type" Jantzen. Brassiere uppers are quickly and simply detachable—completely in line with vogue for trunks which may be worn with sweater, blouse or any type sports wear. Price \$9.50.

★  
**VISIT JANTZEN BEACH**  
Century of Progress • Chicago

Jantzen Knitting Mills, (Dept. 122), Portland, Oregon. Please send me your style folder in colors: "The Answer to Nude Bathing" featuring new 1933 styles. Women's  Men's

Name \_\_\_\_\_

Address \_\_\_\_\_

*Jantzen*  
**MOLDED-FIT**  
swimming suits

JANTZEN KNITTING MILLS  
Plants in Portland, Ore., Vancouver, Canada  
London, England; Sydney, Australia

## SHOP-HOUND

(CONTINUED FROM PAGE 59)

*Leviathan*, not to be outdone, has also considered the Tourist to the extent of turning first-class sections on decks A and B into tourist rooms. It pays to be poor, apparently, because the good ship *Majestic* has done the self-same thing—handed whole sections of its A and B deck rooms over to Tourist class. As for the *Île de France*, bevies of painters have worked for six months changing colour schemes. The grand salon, which once was a rather brilliant red, now has mustard coloured walls and chairs. The smoking-room has discarded one of the staircases and lightened its wall—with the result that spaciousness and cheer abound. Personally speaking, Ship-Hound would be quite willing to take passage on any one of these sailing vessels.

- Max Schling Seedsmen, Inc., on Madison Avenue, has the most aristocratic wheelbarrows extant. They are made of bamboo and have rubber-tired wheels, and compartments all neatly labeled to hold trowels and the like. I can see some lovely garden addict wending her way through the gladioli at the helm of one of these outfits. They cost around \$25. There is another device on wheels that's exceedingly useful, too—a sort of glorified, barrel-shaped laundry basket which may be pulled about by a handle. Very helpful in carting weeds away. It seems that the sturdy Dorset folk are masters at the craft of garden stonework—their bird baths, sun-dials, and benches are hand-hewn out of stone from ancient quarries in the Dorset hills. Max Schling has a goodly assortment of these garden accessories, and they possess real grandeur, which seems to be a fast-waning quality these days.

- Dotted Swiss, this summer, if you please—and just as sissy as you like. Best has two particularly ruffly numbers which make old Shop-Hound long not to be the "tailored type." One yellow dotted Swiss had two huge ruffles; the first ruffle swished about the knees, and the second ruffle made a cape about the shoulders—and the net result of all this was an enormous amount of appeal. A red-dotted Swiss has the temerity to go in for a peacock train of some length, a red velvet sash, and some cherries at the waist. Effectively Gibson-girlish. Best is also showing piqué in a big way in white evening dresses with three-quarters coats. There are a few more excellent little dresses belonging to the cotton family that I could describe, but you had better go to Best yourself and take a look-see.

- Cammeyer has introduced a stocking that will adapt itself to any nether limb. It abounds in elasticity and has a two-way stretch—meaning length and width. There are five run-guard protections at the top, which give a decorative effect. The name of this excellent stocking is Duo-Flex, and it may be had in any number of good colours and for about \$1. Another Cammeyer stocking that costs a few more cents and is a thread sheerer is especially made for wear with a sandal. It has a low heel that doesn't show above the shoe and a low toe reinforcement that is equally invisible.

- Apparently, gone are the days of wandering into a shop and saying, "Of course, I'll have no earthly use for this little number, but I think I'll buy it." The best shops have adopted a guardian attitude towards their customers. You find yourself telling them just what your walk in life is, and they won't let you buy anything but the proper clothes for that very walk. For example, the sales force in the Frances Waterbury shop on East Sixty-First Street is very firm about not letting its customers buy the wrong thing. The sports clothes are particularly good and, while not expensive, do not wear a cheapish look. An English tennis dress of *lavable* silk had a lot of flare from the knee down—but not very far down, because English tennis dresses are short. A navy-blue knitted sweater-suit had a short coat with that round draw-string neck which Vionnet goes in for so successfully; the skirt had a fine knitted band at the top, so that it fitted with that much-coveted snugness. Another dashing sweater-suit in lipstick-red was made of a babyish angora wool, soft and light and fine. The evening and daytime clothes are worthy, too; in fact, it's a spry little shop—and not expensive!

- If you have always had a dormant longing to own a French bed, now is the time to indulge that longing. Hale's, on Madison Avenue, has innumerable authentic copies of French beds of various periods. There are Louis-fifteenth beds with upholstered head- and foot-boards (it's possible to have a choice from among forty or fifty damasks), costing about \$40. Full-sized, bow-head beds cost under \$100, and a single swan-bed of the French Empire, just the sort of bed that would make a perfect vehicle on which to swoon, costs under \$30. As for mattresses, do you know how many springs there are in a Simmons' "beauty rest?" Eight hundred of them. When you reflect that two-thirds of your life is spent in bed, that's not any too many, either.

- Jay-Thorpe has waved a magic wand over the \$5 bag department. All the bags at that price have a decided twenty-dollar look. Not only are the leathers way above the \$5 par, but the interiors are finished with perfection, and the world knows that the value of a bag is in its insides.

- If the passing of time has a depressing effect on you, the new Telechron Minitmaster will lend a note of cheer. Watching this clock and seeing the seconds pass by in review is most entertaining. Confusing at first, perhaps, but entertaining in the long run. In place of the usual dial and hands, the time is indicated by large distinct numerals, which change once every sixty seconds. The seconds pass by in review on a revolving disk just below the hour and minute numerals. As soon as this disk completes fifty-five seconds, the minute numeral begins to change and completes action to the next numeral, when the second disk reaches exactly sixty. The case is modernistic, and the clock costs about \$10 and may be bought at Altman's.



The sign to look for  
on each Sachet



There's more to a wave than Waves ...you must also have CURLS!

You get more than waves in a Eugene Permanent Wave—you get *curls*. Permanent *curls*—framing the face, softening the neckline, peeping at beneath your hat. Not every waving method can give both permanent waves and indestructible *curls*!

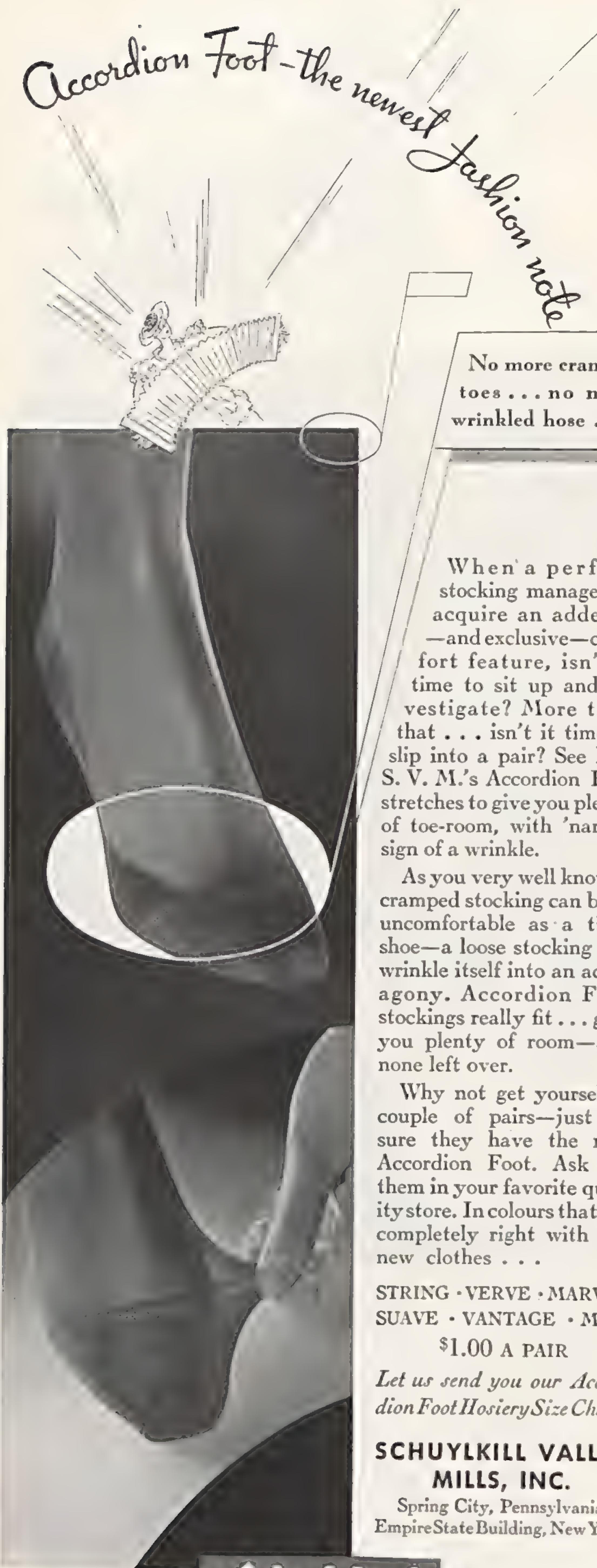
Eugene, alone, by the combination of this new Reverse-spiral Winding and the standard Eugene Spiral Winding gives hairdressers the means to assure a profusion of permanent *curls* in addition to natural, rolling permanent waves.

Expert hairdressers know all about these new and revolutionary improvements. For your shortest hair, they wind from the ends to the roots, *without overlapping*, and fix the wave with the new Eugene Reverse-spiral

Sachets. For your longer strands, they use standard Eugene Sachets and wind from the roots to the ends, the only completely satisfactory method for *permanently* waving hair that exceeds five or six inches in length.

There's no mistaking the genuine Eugene Permanent Wave. Each Sachet (or waving wrapper) is identified by the Eugene Trade Mark figure, "The Goddess of the Wave." Look for it on each Sachet. Permit no substitutes. Remember, it's your hair—you're the one to be pleased... Eugene, Ltd... New York • London • Paris • Berlin • Barcelona • Sydney

• • • e u g e n e  
permanent waves



When a perfect stocking manages to acquire an added—and exclusive—comfort feature, isn't it time to sit up and investigate? More than that... isn't it time to slip into a pair? See how S. V. M.'s Accordion Foot stretches to give you plenty of toe-room, with 'nary a sign of a wrinkle.

As you very well know, a cramped stocking can be as uncomfortable as a tight shoe—a loose stocking can wrinkle itself into an acute agony. Accordion Foot stockings really fit... give you plenty of room—and none left over.

Why not get yourself a couple of pairs—just be sure they have the new Accordion Foot. Ask for them in your favorite quality store. In colours that are completely right with the new clothes...

STRING • VERVE • MARVEL  
SUAVE • VANTAGE • MIDI  
\$1.00 A PAIR

*Let us send you our Accordion Foot Hosiery Size Chart.*

**SCHUYLKILL VALLEY  
MILLS, INC.**

Spring City, Pennsylvania  
Empire State Building, New York



## ARE YOU A GOURMET?

(CONTINUED FROM PAGE 49)

HERE are the answers to the questionnaire on page 49. Score five for each one that you answer correctly.

1. Simple! Fillet of Sole Véronique marries the grape to its sauce. Bombay duck is that dried fish always present among the army of condiments that accompany curried chicken. Freshly grated horseradish with whipped cream gives you a marvellous sauce for tongue. Stilton cheese put up with port is something very special.

2. Give them to the guests by all means—presuming that the guests are sophisticated enough to know that corned-beef hash is a star on the menu of the smartest Paris parties; that nothing is better after the theatre than scrambled eggs; and that baked beans are the most popular dish at a bountiful buffet.

3. (a) An herb used in salads and soups. (b) Little Japanese biscuits that taste not unlike salted nuts, are served with cocktails, and are made of seaweed. (c) A mixture of fish, rice, hard-boiled eggs, and parsley, served as an entrée. (d) A variety of

French bun. (e) A Russian soup made with cabbage among its ingredients, coloured red with beets, and served with sour cream. (f) A minute member of the onion family, often found in good salads. (g) A de luxe version of the alligator-pear nurtured in California. (h) An herb with which vinegar is flavoured.

4. (a) An Egg Benedict sits on a slice of ham on an English muffin and is modestly covered with Hollandaise sauce. (b) An Egg Florentine has formed an alliance with spinach. (c) A Spanish omelet is an omelet concealing a tasty mixture of onions, tomatoes, and seasoning. (d) Eggs à la Reine appear masked with a cream sauce in which there is chopped chicken.

5. We feel like going home. Give us bread and butter, cut in very thin slices, English style, paper-thin sandwiches, or toast and marmalade with our tea.

6. (a) Before. (b) After. (c) During the fruit course. (d) Before. (e) During. (f) After. (g) After.

7. Fruit (Continued on page 76)

## THE SUMMER MARKET

(CONTINUED FROM PAGE 52)

is certainly not much for a really fine piece of sculpture.

The Europa-and-Bull phantasmagoria, (at the center, right, on page 52), a stencil by Gino Severini, is also at Weyhe's and sells for about \$10—a sum that does not usually buy charming colour and gay design.

At that same haven of accessible art, you can acquire any amount of original lithographs by well-known artists at from \$2 to \$10; Dürer wood-cuts at from \$20 to \$75; a Rembrandt etching, around \$75; Blake, Cézanne, Corot, Gauguin, Goya etchings and aquatints ranging at from \$10 to \$60; not to speak of Daumier and Toulouse-Lautrec at equally low prices; a signed first-proof etching by Cruikshank on the subject of drinking, for around \$40; and any amount of sporting prints (for country dining-rooms) and Audubon prints well under the \$100 mark.

The eerie landscape with the dead white trees, on page 52, is by Adolf Dehn, whom we described in the last issue as one of the most brilliant black-and-white observers and satirists in the country. This particular drawing, so fraught with the lonely stillness of lake-country, can be had for approximately \$50 at the Macbeth Gallery, where most of Dehn's work is available.

Marie Sterner is very proud of her Picart Le Doux water-colours, one of which is inadequately shown on page 52. Inadequately, because no camera can catch and hold this Frenchman's rich and sensitive colour. All it can reflect is mood, and a tender disposition of shapes. Picart Le Doux is popular here and in Europe with those who like the freshness and freedom of contemporary art, but shrink in terror from its more brutal manifestations. Price—around \$50.

The Downtown Gallery also has accessible treasures, in the form of old American folk-art—poodles, lambs, deer, in pottery and plaster and wood. Price—around \$10.

delightfully painted—and new American art in the shape of lithographs, drawings, and water-colours by the better-known native lads and lasses whom Mrs. Halpert fosters in her Thirteenth Street stronghold—Sheeler, Zorach, "Pop" Hart, Kuniyoshi, Brook, Bacon, Ernest Fiene, et al. We remember particularly some charming Goldthwaite lithographs costing in the neighbourhood of \$15 (of donkeys and pickaninnies and such) and a very-old-American poodle with a funny face in the \$40's. Most of the other Americans seemed to cost more than our limit.

Up-town again, in Gallery Row (Fifty-Seventh Street), you can saunter into Ferargil's and pick up a very handsome large print of a famous horse by John Ward (1824) for about \$75; dramatic and vital lithographs of circus subjects by John Steuart Curry, at from \$10 to \$20; charming, serene water-colours of Biarritz and Étretat sea-coast by an English artist, Julius Delbos, for from \$50 to \$75 (new lows); and coloured monotype starting at around \$50, of polo and race-track subjects, full of life and veracity, by the popular American painter, Randall Davey.

We used to rail incessantly at the ridiculously high prices the painters of to-day put on their work; and infuriate them by mildly suggesting that they might sell more if they charged less. The depression, fortunately, had more influence than we did. Dealers and artists have been forced at last to meet the impoverished and art-timid public half-way. And the result, we are convinced, will be more sales, more interest, and far more joy in possession. People will learn that it is more exhilarating to walk home with a fresh new water-colour under the arm, or a fine etching in the portfolio, than to gaze hopelessly and reverently at \$10,000 canvases hung in red velvet rooms.

MARYA MANNES

**FOR TWENTY YEARS**

**ZIP** has met the requirements of fastidious women everywhere. Instantaneous in action, fragrant and pleasant to use, sure in results, **ZIP** stands alone—the only Epilator available for

**PERMANENTLY**

destroying unwanted hair on face, arms, legs and body.

Its clean, scientific method of gently lifting out the hair and leaving the skin satin smooth remains unique and unchallenged.

Treatment or FREE  
Demonstration at my Salon

*And if you prefer a cream depilatory for removing hair from the arms, legs and body, you will be delighted with*

**ZIP**

PERFUMED DEPILATORY CREAM

as delightful as your choicest cold cream. Simply spread it over the hair to be removed, rinse off with water, and admire your beautiful hair-free skin.

You will marvel at this white, delightfully perfumed cream, smooth and mild, and rapid and efficacious. **ZIP** Depilatory Cream leaves no unpleasant odor. Modern, it instantly removes every vestige of hair.

GIANT TUBE 50c.

*Madame Berthé*

SPECIALIST

562 Fifth Avenue, New York  
Separate entrance on 46th Street



**ZIP**  
IT'S OFF  
because  
IT'S OUT  
**EPILATOR**  
*Permanently Destroys*  
**SUPERFLUOUS HAIR**

**ZIP DEODORANT PENCIL**

IT'S so simple now to banish every suggestion of perspiration odor. This handy Pencil, packaged in a modern and attractive case, is always ready for use. Carry it with you. Delightfully fragrant, it meets your requirements without harm to your skin or to your clothing.

The beautiful case is one you are proud to carry in your bag. Moreover, it is equipped with the latest swivel elevator. Simply turn the bottom and the pure white Deodorant Pencil rises to the height you desire. Be immaculate with this new and popular form of Deodorant Pencil. . . . Be modern.

EXTRA LARGE SIZE 50c  
CONVENIENT EFFICIENT SMART



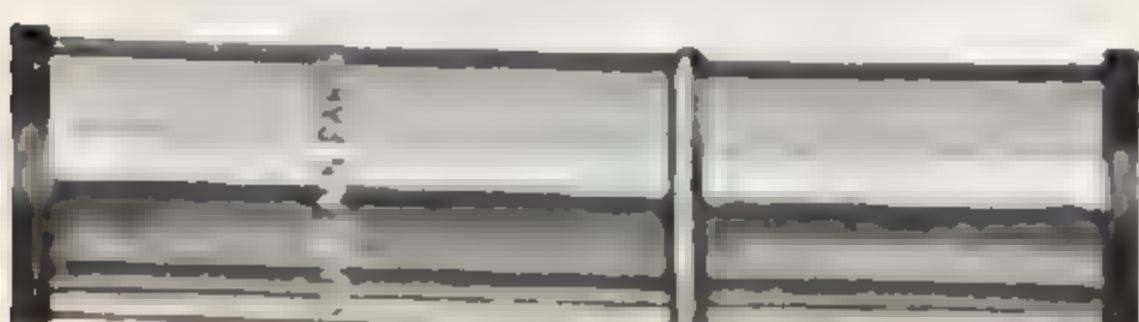


## Guerlain's new Lipstick

Lips are lovelier for its color because M. Guerlain creates his own pigments . . . Lips praise its gentle smoothness and its perfect indelibility for incredible hours and hours . . .

\$1.65 including tax.

Guerlain • Parfumeur • Paris



## ARE YOU A GOURMET?

(CONTINUED FROM PAGE 74)

compote, except when accompanied by some one under seventeen. (Bombe Surprise is definitely fattening.)

8. We'd rather not say.

9. Canapés accompany the cocktails and are never served at table. Hors-d'oeuvres are a first course at luncheon.

10. Tomato-juice is a grand substitute for liquor for the pious and the portly; a beginning for luncheon; and good to sober up your young men (and very efficacious, in case you've never tried it).

11. Our guess is—at the Elks' Annual Get-Together or the Ladies' Friendly May-Party. Never, thank goodness, at the parties we go to.

12. (a) A superior stew of meat or fowl, vegetables, and seasoning. (b) A highly seasoned dish of rice and meat. (c) A mould of meat or fowl in aspic. (d) Like a ragout, but usually made of minced game birds. (e) A roast—usually of a whole animal and often held outdoors. (f) More rice—the Italian version, usually coloured with saffron. (g) A little fritter made with fruit.

13. Cutting lettuce.

14. (a) Italy. (b) France. (c) Sweden. (d) England. (e) Alsace-Lorraine.

raine. (f) Germany. (g) England.

15. When wild duck is served. Blood should be seen at the slice of the knife. (The duck should be baked for eighteen minutes in the hottest possible oven and served with wild rice and melted currant jelly. Epicures eat only slices from the breast.)

16. Béchamel sauce is a dressed-up cream sauce for boiled fish or fowl, and sauce Maître d'hôtel is drawn butter with lemon-juice and parsley. Sauce tartare is mayonnaise with trimmings of capers, finely chopped parsley, chives, chervil, and, if desired, tarragon leaf and sour pickles, squeezed dry; and sauce vinaigrette is French dressing with trimmings of chopped pickles, parsley, chives, tarragon leaf, capers, and (if you like) finely sliced olives.

17. You put sherry in green-turtle soup, sauces for fish, brown sauces, and similar dishes. Brandy improves fruit compotes, crêpes suzettes, sweet omelets, cerises flambées, and other sweets.

18. At luncheon or supper.

19. Balance.

20. Why bring that up?

## STAGE

(CONTINUED FROM PAGE 53)

walking-stick—Lizzie killed both with an axe. The love-interest and the motif for the murders are, if not invented by the authors of the drama, certainly "heightened" by them.

Written by John Colton and Carlton Miles—based on a play by William Miles and Donald Blackwell—, it strives frequently for theatrical effect, creaks in many places, is too extreme for conviction in others, is often not sharp enough, but on the whole it is tense, cumulative, and affecting. It catches and conveys the charm of a charming period. That is due in no small degree to Robert Edmond Jones's lovely and true costumes and setting and to the direction of A. H. Van Buren. And to the work of such experienced actors as Janet Young, Robert Harrison, and William Ingersoll. Helen Claire, Eleanor Hicks, and John Morrissey also contribute much to the play.

### "LITTLE OL' BOY"

Another asset of the late season is "Little Ol' Boy," the initial dramatic work of Albert Bein. It tells with feeling and sincerity a simple, if violent story of boys in a Middle Western reform school. As a play, it has many and obvious faults, but its indignant fervour more than compensates for them. The spectator would have to be all but impervious not to be deeply moved by it. It may, however, be too "drab" for popularity.

Bein employs the white-and-black method of the old—and not a few new—melodramas. His people are all good or all bad. And he is so determined to expose the inhuman cruelty of the reform school that he abandons selec-

tiveness, leaves out nothing, and repeats much. As a consequence, the first half of his play is overburdened, not infrequently monotonous, and, as one ponders it during the entr'actes, seems a monotone. But the second and third scenes of Act II. and the first scene of the last act are thrilling, colourful, vividly alive. The final scene could easily, in fact profitably, be dispensed with.

So could the "female interest." It consists of the wife of the master and her affection for Robert Locket, the inmate who is killed at the end of the second act. It contributes nothing to the tragedy, is evidently dragged in in order that there may be a woman on the stage.

Burgess Meredith, who played the Duck, the Dormouse, and Tweedledee in Eva Le Gallienne's "Alice in Wonderland" this autumn and winter, enacts the leading rôle in "Little Ol' Boy," that of an aggressive, strong, turbulent, faithful, roughly tender young fellow—a leader by nature. Meredith brings out all those qualities triumphantly, skilfully, without compromise. Others in the long cast, which has been admirably directed by Joe Losey, who do exceptional work, are John Drew Colt—son of Ethel Barrymore—, Edward Craven—nephew of Frank Craven—, and Edwin Philips.

### "MAN BITES DOG"

This is a farce about a tabloid newspaper, and it is cheap, tricky, inordinately repetitious. The production lacks the wild, swift tempo that alone might make it passable entertainment.



## Here's the Frock for a Summer's Day

A SUNBACK model of Shir-O-Shakkar, an entirely new kind of seersucker by Lorraine. A two-piece model with a blouse that ties on the shoulder and has a "ted bottom" to eliminate bulky undies. Pleats in the skirt allow plenty of freedom. Sizes 12 to 40.

\$5.00

at Best & Co., New York  
Marshall Field & Co., Chicago  
and at other smart stores throughout the country. Write for folder showing colors, and the name of your nearest dealer, to Straus, Royer & Strass, Inc., Baltimore, Maryland.

The American Golfer  
A TOMBOY DRESS  
(Reg. U. S. Pat. Office)

# What does the TRUTH-GLASS say about you?

SEEING is believing about skin-beauty . . . and when you've once used the Truth-Glass, well . . . you'll know exactly *where to begin* on your self-improvement program!

The SYMPHONIE Truth-Glass is a specially made (concave) mirror that magnifies accurately and scientifically. It gives you frank, honest facts, close-up! Then on the reverse side, the glass is gauged to mirror your entire face. You'll use it for making-up and myriad other every-day toilet purposes.

Armand offers the Truth-Glass to you free of charge with SYMPHONIE Powder because

*we want you to see this powder in the process of improving you!* SYMPHONIE "self-shades" as you smooth it on . . . tones to your very foundation flesh-tints. Furthermore, its unusual "youth-texture" smooths over fine lines and skin-imperfections so that your face is made *evenly* fresh and clear and fair. In the Truth-Glass you see every stage of this action . . . magnified. It's the most illuminating beauty-discovery you ever made! Get your Truth-Glass today. It's given *only* with SYMPHONIE Powder (priced \$1 the box) at good cosmetic counters everywhere.

**Free . . . AT BETTER  
DEPARTMENT STORES**

SYMPHONIE Truth-Glass is offered FREE this month with every purchase of the regular \$1 box of SYMPHONIE Powder. Most good stores have their supplies on hand NOW. Ask for SYMPHONIE at any good toilet-counter, anywhere.



# SYMPHONIE

the only self-shading face powder

*Summer Cruise*  
TO THE  
**LAND OF THE**  
**Midnight Sun and Russia**

ICELAND  
NORWAY  
SWEDEN  
ESTONIA FINLAND  
DENMARK RUSSIA  
FRANCE  
GERMANY

*On the Perfect Cruise Ship*

**RELIANCE**

July 1st from New York sails this 43 day cruise to the Fjords, Historic Cities, Glaciers, Quaint Hamlets, Gay Resorts and the Soviet! It is the cruise of world-famous luxury—now setting a new record, that of *low rates*. What an opportunity—the lure of the Arctic Circle, of Europe's North Wonders, of joyous living aboard the Reliance—all combined for rates

**from**  
**\$395**

**Exclusively**  
**First Class**

An extensive program of Shore Excursions—\$85 additional—including the \$22 Soviet visa fee.

Stop-Over allowed for weeks or months of added travel. Return passage—strictly First Class—is included in the cruise. Weekly sailings from England, France, Germany by swift, stabilized ships to bear you home as luxuriously as you set out.

**H.A.P.G.**

**HAMBURG-AMERICAN LINE** New York  
And Principal Cities  
CONSULT YOUR TRAVEL AGENT

## INSIDE LOOKING OUT

(CONTINUED FROM PAGE 31)

their eyes open and steer around.

"What beats me is the way the sub-debs dance—sticking their fannies out, or the boys pushing them away from them, and talking. They don't seem to get the point of dancing. They just walk around, kidding."

"It's only the sub-debs and the sporty type of college girl that dance like that, holding off, sort of. Nearly all the rest give themselves right up if they have half a chance."

"The older the couple, the less vanity they have. It beats me the way some old dodos trot around making fools of themselves."

"Of course, things repeat themselves night after night, and nothing's new in this game; but I still get a kick out of swell-looking couples who are crazy about dancing and who have some imagination about it. It's the bored ones and the ugly ones I hate."

"They insult the music," said the dance-orchestra leader, and broke into a Hungarian Rhapsody.

## THE DRESS-MODEL

"God, it's good to sit," sighed the elegant model, sinking on a settee. "Sometimes I think it's the one thing we live for, in this racket."

Instinctively—and although she was not on parade—the model smoothed her auburn hair, arranged the neckline of her short satin wrapper, and conspicuously crossed her long legs. With her mouth closed, she was flawless; open, a certain cheapness of intonation betrayed her.

"Society? Oh, it's hard to say. When I feel good, I don't mind 'em, and when I feel lousy, I hate 'em all."

"Anyhow, they're different, naturally. The shorter time women have had money, the snootier they are. The older swells—you know, the old New York families that started getting their clothes here 'way back in the 'Eighties—well, they're pretty good. Not chummy, exactly, but polite to you."

"But the women who aren't used to their money treat you like dirt. When they don't like a dress, they blame it on the model and say, 'What did you bring that awful thing out for? I wouldn't be seen dead in it!' One woman did that just yesterday—and the joke is, she used to be a telephone girl at the next desk to my sister before some South American coffee-bozo stumbled on her. Now, if she meets you in a speakeasy, she don't recognize you."

"Of course, it's a lot of fun when the men are along. It don't happen often, but, when it does, Oh boy! About a week ago, I had a private riot here. A man walks in who I'd just been out with the night before—a swell fellow. I've known him a long time. Well, he walks in with his wife—and did I die? I'd never seen her before. She was buried in silver foxes and had a face so hard you couldn't crack it open with a pick-axe. No wonder the poor guy went out with me. She had a rotten figure, too."

"Well, I look at him, and he looks at me, and neither of us twitch a muscle. But the wife wasn't too dumb to see that I looked a darn sight better than she did, so she turned a glass eye on everything I wore and made a

face as if the clothes smelled bad.

"Of course, to women a model's just a stuffing for a dress—they never see your face. That's why it's more fun with men—they get a personal angle, sort of. But they don't come in here much. Where I used to work, there were lots of men—we'd always show them the gowns first. Funny, we always brought out the red ones right off. They love red. And, after that, white and black. And they go hay-wire over anything like black lace over pink. Anyhow, a man don't really care what a woman wears, so long as it fits pretty tight."

"Some of the dresses we have to wear give us a pain every time we walk out in 'em. I remember one cock-eyed thing I had to wear last year, all pink ruffles with a big sash—gosh, I could have died every time I showed it. Makes you feel like a damn fool."

"Then you get crushes on dresses. Some of them, you always feel like a knock-out in."

The model yawned, shifting from one hip to another, recrossing her legs.

"God, how bored you get, though. Sometimes I could yell out loud, I'm so bored. Hours when no one comes in, at all. Of course, there's a regular sitting-room for us models, with couches and bridge-tables and magazines—but even then you get bored."

"One thing you have to learn, being a model, is to control yourself—hide your feelings. No matter how rude some customer is to you, no matter how often she calls you back or picks at your dress or makes insulting remarks, you got to keep cool and show nothing. Of course, we have ways of high-hatting, too. They're not the only ones who can stick their nose in the air. . . . And then, Oh boy, what we don't say about the customers when we're together! We pull 'em apart and play football with the pieces—if they're nasty, that is."

"Joke is, some of us are much better educated than the society people that come in here. That dark girl there—Yvonne—she speaks three languages and knows a lot about art. And there's a girl in the Junior Misses who can tap-dance like a dream. . . ."

## THE THEATRE USHERESS

The usheress was small and spare and had a pinched, white face, crudely made-up. Her bleached hair, rigidly corrugated, was deader than straw.

"They're rude," she said. "Society people got no manners. At least, the kind that go to the theatre. And the sweller they are, the ruder they get. They come in half an hour late. They don't care who they step on. And them that are already sitting don't get up. So the ones that come in late can't get past their knees; and they brush up the hair of the people in the row ahead—and they turn around and stare. And everybody's sore. I'll say they're rude."

"Oh, sure, there're some decent ones now and again—the old fellows and their wives—you know, old type, sort of like the English lords in movies. They're stiff, but they're polite. And the very young ones aren't bad. They're crazy, (Continued on page 79)



*For Angelic Moods  
For Gipsy Nights—  
or Gipsy Sage's Polish  
Peggy Sage*

It's as simple as one, two, without any three. First, you decide on Peggy Sage Polish. Then you let your lipstick, your dresses, and your intentions decide what shades you'll wear—and when.

Colors galore to choose from, dainty and deep—exclusive with Peggy Sage (witness her latest, Chinese Red)—and one as perfect as the next. Full-flowing and smooth, yet never sticky, this famous manicure polish lasts wonderfully long! And even the deepest shade will not discolor fingers.

Next in smartness to an expert manicure at Peggy Sage's famous Salon, is this fingertip-tinting at home with Peggy Sage Polish. You get her manicure preparations at the better shops.

- **Liquid Polish...**  
in exclusive Peggy Sage Shades... \$1.00
- **"Set of Two"...**  
with Polish and Polish Remover... \$1.50



*Peggy Sage*  
SALON MANICURE PREPARATIONS

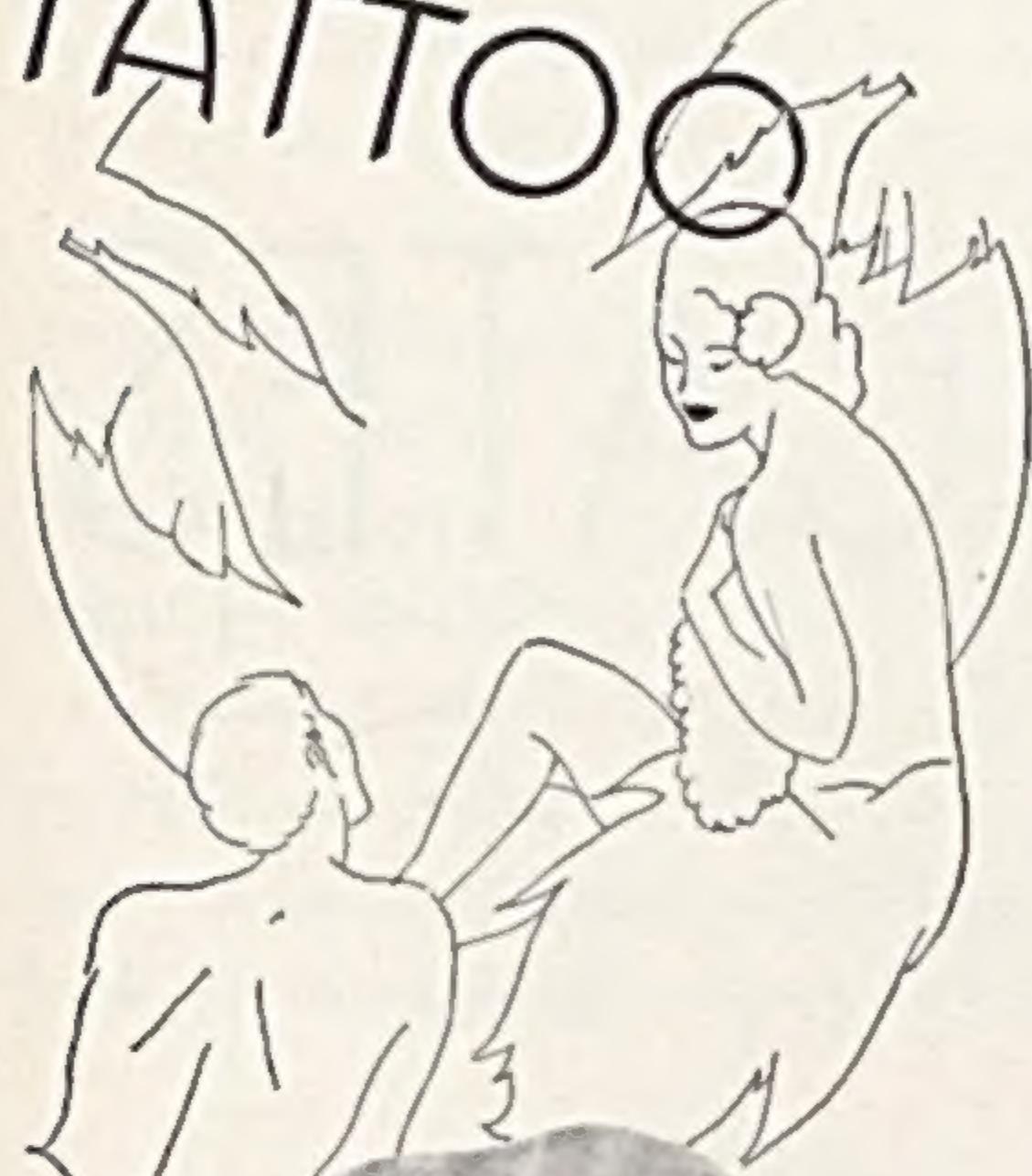
PHONE PLAZA 3-9011 for appointment at Miss Sage's Salon •  
Peggy Sage 50 East 57th Street, New York

to

**GIVE YOUR LOVELY LIPS THE  
ADDED FASCINATION AND  
GLAMOUR OF A**

*South Sea night*

**TATTOO**



• The exciting, new, transparent color . . . in 4 smarter hues that are simply devastating. Think of it! No pastiness . . . no opaqueness . . . nothing on your lips but glamorous color that has no purplish cast . . . and that's so stubbornly indelible it never comes off when it shouldn't . . . a lipstick so soothing it will keep your lips lastingly soft and smooth —forever young! Little wonder the better shops are enthusiastically sponsoring TATTOO.

**PUT IT ON—  
LET IT SET—  
RUB IT OFF—**  
*Only the Color stays!*

**CORAL  
EXOTIC  
NATURAL  
PASTEL**

**\$1**



TATTOO, INC., 11 E. AUSTIN AVE.  
CHICAGO

## INSIDE LOOKING OUT

(CONTINUED FROM PAGE 78)

but kind of nice. They haven't got sore at the world yet, or bored. It's the bored society that gets my goat —smart people around thirty or forty. They barge in when the first act's nearly over, all pretty tight, and make wisecracks during the play. If I were an actor, I'd kill 'em. And the women have such hard faces—Gee!

"Honest, how do women who don't work get so baggy and lined in the face? Some of the society dames are done for at thirty, and their make-up don't help. It's because they got nothing behind the pan, that's why. And they're spoiled.

"It's funny, when I see rich people I feel different ways. When a handsome young feller walks down the aisle with a beautiful débutante, all in white furs with gardenias, sometimes I feel so sentimental I could cry. 'What do they know, they're just babies!' I say to myself. I could tell 'em a thing or two. And then they sit holding hands, looking goofy. Half the time, they don't know what play they're seeing. When I'm tired—been on my feet all day—I get sore at them, though. Makes me bitter, seeing people nowadays who don't have to worry. But even then, I'd rather have 'em young and pretty than old and bored.

"I don't know what's worse, a pouchy old broker with his wife or with some blonde. He's bored stiff with his wife, don't talk to her, and his eyes grow watery over the legs of the maid in the show. The wife's worse off, even if she has butlers and diamonds, because she's bored, too, but legs don't give her no pleasure.

"As for the blondes, with orchids—Lord, I wish I knew what men saw in 'em. Nice men, too. Society type, men like Clive Brook, you know, the movie star. They fall for the cheapest girls. I guess it's a line. I'd hate to say what. And they're bored, too—they'd rather be some place else, where it's private. But a man has to take a girl to the theatre, first.

"Anyhow, men fall for women who're on a Lower Plane. Then they can explain the show to 'em in the intermissions.

"Speaking of intermissions. If you heard the dumb things people say, you'd go live in a zoo. Dumb and mean. Gee, they're mean, some of those smart women. Kill any one for a laugh!

"No, almost nobody ever sees me. I'm just a flash-light and a pair of feet, to society. Might just as well not have a face—or anything. Except now and then—some out-of-town feller—you know, alone in the city. It's my hair, I guess. Shines in the dark. . . ."

She laughed, not too sweetly. "They think an usher is part of the show—you can hire 'em, like seats.

"Well, the swell fellows would notice me, too—if I dressed like the women they go out with. It's all clothes, you know. I keep telling myself that. . . ."



*new perfection of skin  
greets you every morning*

## NEW *self-acting* FACIAL WORKS WHILE YOU SLEEP

AT LAST Carolyn Drew has solved the problem of the woman whose skin will not respond to ordinary "cold-cream" methods of treatment, or who hasn't the time to give herself complete facials. Now a new kind of cream has been perfected that brings a new kind of treatment for your skin while you sleep—an *activated* cream. This new "over-night" facial discovery contains certain new ingredients that stimulate the skin a new way. Without even rubbing into your skin, it gives you the stimulating, skin-awakening effect of a regular facial massage—without the skin-stretching, crushing effects of massage, which so often tend to cause wrinkles and flabby, broken-down tissues.

### *Smooths, Whitens, Refines Marvelously*

Simply apply Carolyn Drew Over-night Facial Cream to your skin before you go to sleep. Follow this treatment for several

nights in succession. By gently stimulating the skin cells, you will find it has produced a new whiteness—a new smoothness. Blackheads—roughness and redness have been gently coaxed away. The skin itself is finer—coarse pores have been reduced.

### *Now Keep Skin Flawless In Ten Minutes a Week*

And after the first tonic series of these "facials" just apply Carolyn Drew Over-night Facial Cream once a week. It will thrill you to see how perfectly your skin keeps its flawless whiteness and unblemished perfection.

Just ask for Carolyn Drew Over-night Facial Cream at any of the better toilet-goods counters. Make the test tonight.



**CAROLYN DREW  
EXQUISITE TOILETRIES**



# SUNDIAL for SOPHISTICATES



## A SUMMER BEAUTY GUIDE by helena rubinstein

*Time and youth do flee away  
Under the sun's actinic ray*

—and that is why Helena Rubinstein, distinguished beauty authority, brings The Sundial to sophisticates who simply will bask in the sun, whether or no!

### IT IS LATER THAN YOU THINK—

points out The Sundial—time to begin this daily beauty treatment now and follow it all through the summer months. Time to *cleanse* with Pasteurized Bleaching Cream, that cooling, penetrating cream which is more than a cleanser. Not only does it remodel the tissues and smooth away fatigue lines, it bleaches away sallowness, freckles, and tan as well. 1.00, 2.00. Time to *nourish* with Youthifying Tissue Cream which awakens the skin, and smooths away fine lines that so often come from squinting in the sunlight. 1.00, 2.00. Time to *tone* with Skin Toning Lotion, the cooling, refreshing tonic astringent which closes pores, refines skin texture. 1.25, 2.50.

### TIME AND TIDE WAIT FOR NO WOMAN

You cannot rule the course of the sun, nor make the waves turn back, but you can keep cool and exquisite—no matter what the temperature—if you follow the course of summer beauty procedure pointed out by Helena Rubinstein. When you are going motoring, golfing, or to the beach in those sunbright hours, it is time, points out The Sundial, for Helena Rubinstein's Sunburn Oil which will guard your skin from burn-

ing, and from freckles, and at the same time give it an even, becoming tan. 1.00. Time for Sun and Windproof Cream, the concentrated out-door protective for prolonged exposure. 1.00, 2.00. Time for Helena Rubinstein's Youthifying Foundation Cream (Weather-proof) that safeguards the skin, gives a smooth, cool, lovely finish. 1.00.

### LET THE SUN SHINE

—but *not* your nose! It's unseemly, sophisticate! And time, points out The Sundial, for Liquidine, which instantly removes "shine" from nose, forehead and face, corrects oiliness and refines the pores. 1.50.

### BETTER LATE THAN NEVER

If you have been a careless sophisticate The Sundial points to Helena Rubinstein's Sunburn Cream—to be applied *after* exposure to the sun. It prevents blistering and soothes sunburned skin. And oh, the refreshing coolness of Astringent Tonic, any time of day . . . many times a day. It's as refreshing as a sea breeze. 1.00. And Water Lily Deodorant Talcum is like a misty veil of loveliness. 1.00.

*Let others tell of rain and showers  
I record the sunny hours*

says The Sundial, pointing out to the sophisticate, Helena Rubinstein's new Summer Beauty Kit which contains seven beauty preparations and cosmetics. Complete, 5.00.

### SEE THE RAINBOW

—Helena Rubinstein's newest vanity, which, The Sundial points out, is the smartest, most

unique vanity that has ever come the way of sophisticates. It's circular—in two-tone and three-tone rainbow colors. There's a red one, and a green one, and a yellow-and-white one. Rainbow Double Vanity with compact powder and compact rouge. Choice of powder in Peachbloom or Rachel. Choice Red Raspberry rouge or Red Geranium. 2.00. Rainbow Loose Powder Vanity and Rainbow Compact Powder Vanity, each, 1.50.

### SUNBEAMS AND MOONBEAMS

may cast their shadows across your face, but if you are wearing Helena Rubinstein's make-up, they will reveal exquisite summer loveliness. For daytime, Sunproof Beauty Powder which contains special ingredients to counteract the actinic rays of the sun. 1.50. Waterproof Rouge en Creme. It stays on, once it is on—day or night, 1.00.

### TAKE TIME

at least once a week, The Sundial points out, to go to the Salon of Helena Rubinstein for a beauty treatment. Visitors to the World's Fair are cordially invited to Helena Rubinstein's Chicago salon, the rendezvous of smart women. Even if you do not have a Salon Treatment, have—without cost or obligation—a Skin Analysis and an individual Personality Make-Up.

Helena Rubinstein's Beauty Preparations are on sale at smart stores and at The Salons.

*Note: Prices on some items slightly higher in Canada*

# helena rubinstein

LONDON  
CHICAGO

8 EAST 57th STREET, NEW YORK

BOSTON . . . DETROIT . . . MONTREAL

PARIS  
TORONTO

THE CONDÉ NAST PRESS GREENWICH, CONN.

*It's towel time*

• **Take us—say the BIG WHITES**

• **Take us—say the SMALL BRIGHTS**

WELL, think what the Big Whites will do for you, out there . . . whether your passion is swimming or sailing or just sand-sitting or what. They know how to handle all the heavy work you assign to towels on holiday. They'll drink water like fishes—dry out in no time—stay soft and fresh and sweet and new, no matter what. Notice, too, that Cannon whites are smart, even in the simple stripe borders . . . perhaps just the balance you want for that dizzy new swim suit.

Yes, and you'll be needing a little more startle in your sea-going towels—an accent of brilliance to wear as a cap and a scarf and a sun screen. Then look at those bright, brave ideas in new all-over



designs—ship anchors, daisies, ponies and such. See their clear happy colors. Feel their softness, their usefulness. . . . Why muddle through without two or three flashes like that! "Buy us. You've still a dollar left"—they plead.

So there. You must have some of these and some of those. Big Whites for action and Small Brights for attraction. Please take plenty. Their new prices (at all the good stores) are amazingly low. The Big Whites pictured cost from twenty-nine cents to a dollar each—the Small Brights twenty-nine to fifty-nine cents. (And don't you wish all such luxuries were as easy to have!) . . . Cannon Mills, Inc., 70 Worth St., New York City.



*cannon towels*

P. S. **CANNON SHEETS** have as many fine points as Cannon towels. They are made of selected, strong, swan-white cotton—beautifully finished. There's a better-buy Cannon sheet in every price class, for every bed. Find the Cannon label. It always means more-for-the-money.

"YOU'RE RIGHT, DIANA,  
THOSE BETTER  
TOBACCO'S IN CAMELS  
ARE MILDERR..."



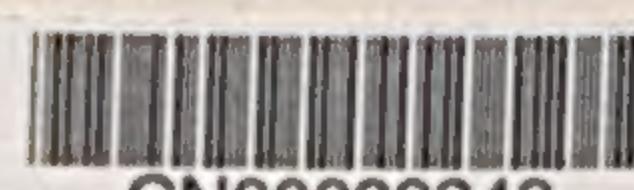
Camels are made from  
finer, **MORE EXPENSIVE** tobaccos than  
any other popular brand

That is why people who know good things so appreciate Camels. The mild, rich flavor of naturally choice tobaccos cannot be approximated by raw, inferior tobaccos.

Leaf tobaccos for cigarettes can be bought from 5¢ a pound to \$1.00, but Camel pays the millions more that insure your enjoyment.

Give your taste a chance to appreciate Camels.

Jewels and Silverware by Cartier... Flavor and Mildness by Camel

  
CN00029343